 Financial Literacy Committee **MINUTES**

Thursday, February 16, 2023

Committee Members

**Laurie Criddle, DL Evans Bank**

**Brett Greene, Cache Valley Bank** Colby Nelson, Rock Canyon Bank

**Kim Hannay, Optum Bank** Seth Ollerton, Central Bank

**Amberly Hazembuller, LendingClub** **Catherine Thompson, FinWise Bank**

**Taylor Holiday, Morgan Stanley Bank-Vice Chair** LizWarner, Bank of Utah

Ryan Kendrick, WEX Bank - Chair **Angie Williams, First Utah Bank**

Steven Lybbert, Green Dot Bank Robert Wright, AltaBank

Amy Magleby, Zions Bank Jeremy Young, Wells Fargo

**Meeting Location: Zoom**

**MEETING MINUTES**

Great meeting! Strong participation, terrific suggestions.

* Overview of the UBA Financial Literacy Resource Page
  + Suggestions – It was suggested that UBA add Junior Achievement, possibly a link to Midlife Financial Coaching (Catherine Thompson Co.), and beef up Teach Children to Save so that UBA coordinates the pairing of interested schools and banks
* Overview of the ABA financial literacy programs we support
  + Teach Children to Save –5 UT banks participated in 2022; this year only 3 banks are participating (2 local branches and 1 statewide) –
    - Challenged the 8 banks on the Zoom to register for Teach Children to Save and committed to getting them paired with a school. Challenge other banks represented on the committee to do the same!
    - Discussed the reasons for non-participation which are:
      * Lack of time
      * Lack of staff
      * Lack of response from ABA once registered
      * Already working with Jr. Achievement
    - Discussed ways in which we can better market the program going forward
      * Make this a banner year of bank participation
      * Capture that success via quotes and potential images
      * Use that to market via social media, via mass marketing to low-income schools, tie into CRA credits, determine contacts at banks with connections to district or city superintendents or principals at schools
      * Post on city websites and/or on SaltLakeCity.KidsOutAndAbout.com
      * Partner with Boys & Girls Clubs or Scouts and Charter Schools
      * Determine if there is a K-12 Educator Convention that we can participate in
* Community Commitment Award Submissions – Discussed considering nominating colleagues/programs to this national program that recognizes and promotes the ways banks contribute to economic growth, community development and enhancing quality of life.
  + **8 different categories**: Affordable Housing, Community and Economic Development, Financial Education, Economic Inclusion, Protecting Older Americans, Supporting Military Families, Volunteerism, George Bailey Distinguished Service Award
* Next Meeting: March 17, 2023 @ 9:00 a.m. MT (hybrid) Zoom and UBA office – RSVP and indicate if you will attend in person or virtually.