

UTAH BANKERS ASSOCIATION

Committee Activity Description

COMMITTEE:	FINANCIAL LITERACY COMMITTEE
CHAIR:	Don Milne – Zions Bank
VICE-CHAIR:	TBD
NUMBER OF MEMBERS:	As needed
YEAR:	2018/2019: August 1, 2018 – July 31, 2019
MEETING SCHEDULE:	Monthly on each second Tuesday: September – May

RESPONSIBILITIES:

The general purpose of the Financial Literacy Committee is to create a public awareness of the need for financial literacy education. The committee is charged with providing financial literacy programs, promoting financial literacy initiatives, and public recognition of issues surrounding financial literacy.

DUTIES:

1. To annually plan and initiate bank and media* participation in ABA's **Teach Children to Save Day**, including but not limited to an annual declaration signed by the Governor.
2. To annually plan and initiate bank and media* participation in ABA's **Get Smart about Credit Day**, including but not limited to an annual declaration signed by the Governor.
3. To initiate and plan participation in Safe Banking for Seniors.
4. To provide financial literacy resources to bankers.
5. To support and be a resource to the Utah Jumpstart Coalition.
6. To promote financial literacy programs among bankers and throughout Utah's communities.
7. To promote banker visibility and image in the community.

REQUISITES:

Members of the Financial Literacy Committee should have a desire to serve in the community and/or have some form of public relations, marketing or similar background. The member should possess imagination and be persuasive to assist the committee in attaining the goals of the committee.

*Banks sometimes engage in reaching out to media outlets (e.g., tv, newspaper, etc.) to cover their bank's community involvement. Since media engagement is not a requirement of this committee, we want to make sure that any media attention banks desire should be sought by each bank desiring that coverage and is not a responsibility of this committee.