

**[President's Advisory Council on Financial Capability
First Public Meeting
Department of the Treasury – Cash Room
November 30, 2010 – 2:00 pm – 3:30 pm**

MEETING MINUTES

Council Members Present

John Rogers, Jr., Chair
Lorraine Cole, Vice Chair
Roland A. Arteaga, Member
Ted Beck, Member
John Hope Bryant, Member
Samuel T. Jackson, Member
Richard Ketchum, Member
Beth Kobliner, Member
Amy Rosen, Member
Carrie Schwab-Pomerantz, Member
Kenneth Wade, Member
Addison Barry Rand, Member

Administrative Officials Present

Michael S. Barr, Assistant Secretary for Financial Institutions, U.S. Department of the Treasury
Valerie Jarrett, Senior Advisor and Assistant to the President for Intergovernmental Affairs and Public Engagement
Tina Tchen, Director of the White House Office of Public Engagement, The White House
Matt Yale, Deputy Chief of Staff, Department Of Education
Barbara Smith, Co-Chair, Financial Literacy and Education Commission, National Strategy Working Group, Social Security Administration

Introduction, Announcements, and Items of Interest

Assistant Secretary Barr welcomed members of the Council, other participants, and members of the audience.

This meeting brought together members of the Financial Literacy and Education Commission (FLEC) and the President's Advisory Council on Financial Capability (Council) to discuss ways to coordinate and maximize the effectiveness of existing private and public sector financial education efforts and to identify new approaches to increasing financial capability in the United States so that the Council can provide recommendations to the Secretary of the Treasury.

Assistant Secretary Barr introduced Valerie Jarrett, Senior Advisor to the President who congratulated John Rogers and Lorraine Cole as Chair and Vice Chair. Ms. Jarrett reported that

the President is absolutely committed to the goal of ensuring that all Americans have the financial skills that they need to make wise financial choices. She indicated that the President selected Mr. Rogers to chair the Council because he has committed an enormous amount of his adult and professional life to helping educate the public about the issue of financial capability, starting with the school that he formed in Chicago, the Ariel Community Academy. Ms. Jarrett also indicated that Mr. Rogers brings with him to this position not only his professional expertise but also his efforts through philanthropy and in raising awareness about the importance of financial stability and literacy. Ms. Jarrett emphasized that Mr. Rogers, along with the Vice Chair, Lorraine Cole, will be terrific leaders for this Council. Ms. Jarrett then introduced Tina Tchen, Director of the White House Office of Public Engagement and Executive Director of the Council on Women and Girls, who took her place for the rest of the meeting.

Ms. Tchen explained how women in particular felt the brunt of the financial crisis. Half of the families that got payday loans were single-headed women households. She emphasized how important financial capability is both for individuals in the country and the economic success overall of the economy. She thanked the Council members for their service, noting this is not something that the members take on lightly and it is a great commitment of their time as well as all of those in the audience who work so hard on these issues. She reiterated the White House's tremendous gratitude to the entire Council for its leadership and for the time and the talent that it is bringing to this effort.

After the presentations, Mr. Rogers allowed the members of the Council to introduce themselves and discuss their relevant experiences. For more information, click on their [bios](#).

Subcommittees

The Chair recommended the establishment of subcommittees to focus on the proposed strategic areas listed below. The Chair suggested that the subcommittees consider making one to three recommendations that can be readily implemented by the Department of the Treasury, members of the FLEC alone or in partnership with others.

Mr. Rogers asked Assistant Secretary Barr to briefly describe the subcommittees: Strategy, Financial Access, Research and Evaluation, Partnerships, and Youth. Assistant Secretary Barr also indicated that the work of the subcommittees is the mechanism by which much of the substantive work of the Council will get done in conjunction with Treasury staff and other agencies, in particular, the Department of Education as Secretary Duncan is ex-officio member of the Council.

The Strategy Subcommittee will be focused on working with the FLEC members and the National Strategy Working Group to figure out how to galvanize private sector engagement on implementation of the national strategy.

The second subcommittee, associated with the second area of focus, is financial access. Assistant Secretary Barr noted that innovation is especially needed in expanding access to financial services that meet the needs of low and moderate income households, given that eight million American households are unbanked and another 21 million households have a checking

or savings account but are not well served by those accounts and rely on costly alternative financial services. This subcommittee will provide recommendations on promoting private sector development of financial products and services that will benefit unbanked and under-banked households.

The third proposed subcommittee of the Council will focus on research and evaluation. This work will lead to better understanding of the problems associated with a lack of financial capability and of the effectiveness of interventions that aim to address them. Assistant Secretary Barr explained that information is needed to help policy makers and practitioners determine which programs should be expanded, scaled up or discontinued and how financial education and financial access efforts can best keep pace with the changing marketplace.

The partnerships subcommittee will focus on strengthening and enhancing coordination between the public and private sectors, to reach key audiences effectively and efficiently and to equip consumers with needed financial skills. The Council expressed a hope that this subcommittee could provide recommendations on the new Bank On USA initiative at the Treasury Department, working with state and local communities around the country to improve access to financial services.

The Youth subcommittee was formed to make a set of recommendations on how to help young people make better financial decisions today and be less likely to make financial mistakes tomorrow. Assistant Secretary Barr noted that the youth population is of key strategic importance for the Council's work.

Council-Initiated Discussion

Subcommittees: Vice Chair Cole expressed that, besides youth, other specific populations are in need but are not specifically addressed in the Executive Order that created the Council [(i.e. minorities and women)]. She emphasized importance of maintaining an underlying theme that each of the subcommittees will focus on these [underserved] populations. Assistant Secretary Barr agreed to include these populations in the subcommittee missions and suggested a specific focus on domestic violence. Chair Rogers moved for the establishment of the Strategy, Financial Access, Research and Evaluation, Partnerships, and Youth subcommittees. Member Jackson seconded the motion. All voted in favor of the establishment of the five subcommittees. Council members were instructed to email Dubis Correal by December 3rd with what subcommittees they would like to serve on. The list will then be reviewed by the Chair and the rosters of each subcommittee would be posted.

National Strategy: Barbara Smith is with the Social Security Administration and has been co-leading the FLEC National Strategy Working Group since July 2009. She presented the details of the National Strategy because it had been proposed that the Strategy subcommittee collect information and views from the members of the FLEC National Strategy Working Group. She provided background information on the Strategy and how it was created and the implementation plan.

Ms. concluded with the proposal of a partnership between the FLEC and the Council in terms of FLEC members providing information and views to the Strategy subcommittee.

Adjournment

The meeting was adjourned at 3:09 pm after Chairman Rogers reminded the audience that all full meetings of the Council will be open to the public and that the minutes of this meeting and information about the next meeting will be posted on the Treasury website at www.treasury.gov.

I hereby certify that, to the best of my knowledge, the foregoing minutes are accurate and complete

A handwritten signature in black ink, appearing to read "John Rogers, Jr.", with a large, stylized initial "J" and a flourish at the end.

John Rogers, Jr., Chair, President's Advisory Council on Financial Capability