

Outreach Committee
Ted Beck, Chairman

Report to the President's Advisory Council on Financial Literacy
November 3, 2009

Members of the Outreach Committee are Sharon Lechter, Laura Levine, Robert Lee, and John Bryant.

The Outreach Committee proposed three recommendations to the President's Council in December 2008:

- Recommendation 8: Creation of an Internet-based financial education resource center by the Treasury;
- Recommendation 14: Creation of a "National Financial Check-Up" by nonprofits to help Americans assess their own financial knowledge; and
- Recommendation 15: Congressional appropriation of funds for Treasury coordination of media and marketing outreach of financial education to the American people.

National Financial Check-Up

In 2009, the Outreach Committee has moved forward with preliminary work on the "National Financial Check-Up" model. In work conducted at the direction of the Outreach Committee Chairman's organization, the National Endowment for Financial Education, a research team at the Tuck School of Business at Dartmouth College, submitted a proposal for the development, design and dissemination of the "National Financial Check-Up." Outreach Committee members reviewed the proposal and provided their feedback within the Committee, and the proposal has been shared with Michelle Greene, Deputy Assistant Secretary of Financial Education at the Treasury. Potential next steps include sharing the proposal with all members of the President's Council and seeking additional feedback and input.

Listening Sessions

In its August 2009 meeting, the Outreach Committee reinforced the value of listening sessions and town hall meetings for providing field input to Council members on the successes, challenges and barriers to achieving financial capability among the American people. The Committee agreed to request written reports from any Council member sponsoring such an event so that other Council members might have access to the information even if they were not able to attend. Committee member Laura Levine has provided two short reports from the April 1, 2009, Listening Session conducted at the Jump\$tart Coalition meeting in Washington, DC. Copies are available to Council members upon request to Treasury staff.

The Committee also reinforced the value of early awareness when Council members are planning such events in order to allow maximum notification for Council members who may wish to attend and need to make travel arrangements. Council members planning listening sessions or town halls can notify Ted Beck, Chairman of the Outreach Committee, as a first step in this process.