

Nebraska Financial Education Coalition Meeting
February 23, 2011
State Office Building, Lincoln, Nebraska
301 Centennial Mall South
11:30 a.m. to 12:30 p.m.

AGENDA

- **Welcome and Networking - Jennifer Clark**
- **Legislative Update**
- **Update on NFEC Membership/Nominating Process - Mary Lynn Reiser**
- **Money Smart Week - Erin Redemske**
- **General Business**
- **Update on Financial Education Activities in the State**
- **Adjournment**

Welcome and Networking - Jennifer Clark

Ms. Clark welcomed the members to the meeting and gave a brief background on the Coalition. Each member introduced themselves and who they were representing.

Update on NFEC Membership/Nominating Process - Mary Lynn Reiser

Ms. Reiser reported on:

- Review of the process and documentation
- Nominee must run for three year term
- Must be active to vote
- Self-nominating
- Until end of February is self-nomination process; form is simple
- Submit to Dawn Gonzales; membership chairman
- Have provided current officers
- Nominations

Money Smart Week - Erin Redemske (November 7-13)

Ms. Redemske reported on:

- Annual Report now available - copies available
- More usable for recruiting people to volunteer to take part in the week
- Should help you talk to potential partners or those interested in Money Smart

Brainstorming:

- What has been successful over last 3 campaigns, and what has been challenging?
- Centered around hosting events last 3 years
- Majority working on partner recruitment and hosting events
- Partners having difficulties getting attendance at events
- Would refocusing MS Week with emphasis on awareness be a good thing?
- Should the focus be on events only or on awareness? Members agree awareness is the new focus
- Captive audiences are very helpful for attendance for events
- Don't want to discourage those who are hosting events....events are still welcome
- More consumer resources on financial literacy?
- A speaker's bureau - someone to talk to your organization or group?
- Bringing in a national speaker - bigger location; could partner or a member organization underwrite one
- Picking a day to go to a public location to share information during the week
- Compile a list of TV and radio stations and contact news directors to share information

- Drive public to the website for events as well as consumer resources – solicit information from partners to add to the website
- Link to resources for partners

General Business

- Website of the NFEC will be underwritten by The Federal Reserve Bank. A Hosting or Administrative committee made up of interested IT people will be formed to maintain the website and keep it updated.
- Conference Update. There are no specific dates for the conference to date. The committee will be meeting and they will determine the details. Financial Literacy for the rule areas is the focus for the conference.

Update on Financial Education Activates in the State

Community Action of Nebraska – Statewide Community Assessment Report

- May 2010 – 40,000 surveys to randomly selected; 40% return rate
- Grant to do the survey – poverty and perceptions
- 33% felt worse off last year than they had previously
- 67% responded they'd delayed seeking health care
- Top issues around children – cost of child care, educational services birth-3
- Perceptions of poverty – those earning less than \$25,000 saw barriers – lack of training, not enough jobs, single parent families; for those over \$35,000 – low motivation, drug abuse
- Hard time between perception and reality
- Primary interest was looking at programming – make available for anyone working on financial literacy or developing assets
- Encouraging people to use it in advocacy around legislative issues
- It's a great source of data for grant writing
- This is the first time they've done this at this type of level; have a grant for 5 years to do this; the next 3 years they will be doing very targeted issues (still determining based on needs)
- One option – juvenile service issues; another is going back and contacting past clients and evaluating where they are now in comparison
- Repeat the process in the large format in 4 years
- Did questionnaire in conjunction with Wayne State Social Science Center
- www.canhelp.org
- How does this jive with happiness index....? Shows hidden poverty in our State; wealth doesn't necessarily buy happiness – have great qualities of life that make up for trappings!

Nebraska Council on Economic Education – Economics is Everywhere Day Camp

- 6-8 grades

High School Financial Planning Program

- Credit Unions partnering with NEFE and extension educators; free to educators – a train the trainer session for educators
- Not just for high school – organizations that deal with young people; some could be used by adults
- Don't be afraid to look at materials
- York and Omaha

Free Tax Preparation – Please share free sites for free tax service to persons - \$49,000 (AGI for entire tax return)

- Partner with United Way 211 – get location in their area throughout the entire state; partnered with One Economy; a free online tax prep software that is free to file federal and state - \$57,000 and under.

April 12 – Teach Children to Save Day; celebrating 15 year anniversary; website to do some research.

Product that students created at Lincoln High School - Family Financial Planning Guide; "Baby Steps- Giant Leaps".

- What better time to help others plan financially than when they have a new baby?
- Students wrote; teachers edited
- A great final product; Bryan Hospital is going to use it with families with newborns - social services people in LPS are going to use it.
- Dan Hohensee - dhohen@lps.org

Bank on the Heartland - March 21 - going to have a big launch

Legislative Update

- Senator Amanda McGill
- Concerned about individual families, financial security

Nonprofit - Doorways to Dreams; fun ideas and products based on making savings and financial learning fun; pushing financial savings raffles (other countries doing, but haven't been done as much in the U.S.) More people spend on lotteries than savings.

Pilot project in Michigan was very effective; tested with 8 credit unions; grand prize of \$100,000 - for every \$25 a person saved, they got a chance to win (win a monthly prize or the large amount of cash); saw \$8 million saved in 1 year; average family saved \$700 in that year (half hadn't had a savings account before).

Introduced language that was advanced out of general affairs committee - allow for credit unions to create a savings raffle of sorts; some credit unions already showed interest (federal law doesn't allow banks to participate because of legal language) - 10 other states in the country working on this right now.

Payday Lending Bill

This one creates a database to limit how many loans individuals have out at once; they have to monitor these loans.

This is still sitting in committee; could use help writing to members of the banking committee.

Database is funded by fees, but feels like they are reasonable for the service.

- Senator Heath Mello
- Senator Conrad has introduced something on capping interest rates with the payday lenders (hasn't been popular); LB269 is a compromise version - the payday lending industry seem to be feeling some pressure-worked out a compromise.... They would modernize their fee structure (increasing fees and dedicating to a financial literacy grant program). Target those K-12 ages.
- She thought the committee would be looking to move it out of committee relatively soon. Thinks this will pass - think both will get passed.
- Additional resources for K-12 as well....
- Senator Mello chose not to introduce a bill this year on financial literacy; investigating other issues. A fiscal crisis now - anything that costs a dime won't be voted out unless you have a way to pay for it.
- Two areas - focusing on working families, savings and economic opportunities for working families.
- His office - meet with Dept. of Revenue; change state law to allow someone who receives a state tax refund to separate it into multiple accounts; segregate into other accounts to encourage savings. Dept of Revenue will look into the issue more. Cost \$75,000 to do reprogramming of computer systems. How can they make this no cost when they change every 2 years?
- Other issue - more education- related...refund anticipation loans like H&R Block provide Dept. of Revenue felt more education-related to help people understand that; state's turnaround on tax returns is 5 days. Help educate people to use e-file to get returns faster. Feedback they've gotten from the department.
- Doorways to Dreams - 524
- Payday Lender Bill - 553

Good Exposure - State Fair; Money Smart Booth

Adjournment

The meeting was adjourned at 12:45 p.m.

Respectfully Submitted,
Sharon Taubert, NFEC Secretary

Minutes written by Jennifer Clark, President
Minutes Simulated by Sharon Taubert