

Nebraska Financial Education Coalition Strategic Plan

This plan will be reviewed on an annual basis.

Vision: Nebraska citizens will achieve long-term personal financial health.

Mission: The Nebraska Financial Education Coalition strives to improve the personal financial knowledge and decision-making ability of Nebraska citizens by promoting public awareness of the need for personal financial education, and by facilitating networking and partnerships for financial education service providers.

- 1) **Goal:** Raise public awareness of the need for financial education.
 - a) **Objective:** Communicate information on targeted areas of personal finance education and promote advocacy on financial education issues.
 - (1) **Strategy:** Plan programs for coalition members in targeted areas related to current topics impacting financial education (such as credit card changes, payday and predatory lending, financial education requirements in schools, and education needs of specific audiences).
 - (a) **Outcome:** A schedule of information sessions at quarterly coalition meetings.
 - ii) **Strategy:** Consider options to communicate with and educate key decision-makers in the state on these issues.
 - (1) **Outcome:** A designated meeting to share coalition information with state legislators in order to educate key decision-makers about our organization.
 - b) **Objective:** Develop and implement an annual financial education awareness week.
 - i) **Strategy:** Support efforts to implement an awareness week.
 - (1) **Outcome:** An implemented awareness week in 2009.
 - (2) **Outcome:** Media exposure and awareness of financial education issues in Nebraska.
- 2) **Goal:** Facilitate information sharing and partnerships among Nebraska financial education stakeholders.
 - a) **Objective:** Inventory financial education programming in Nebraska.
 - i) **Strategy:** Maintain a web site for coalition members to share information about events, programs and resources; pursue creating the web site in other languages.
 - ii) **Strategy:** Connect with and collaborate with financial education providers outside of Lincoln/Omaha.
 - (1) **Outcome:** A financial education web site accessible for coalition members and the public.
 - (2) **Outcome:** Identification of underserved areas in financial education in Nebraska.
 - b) **Objective:** Communicate and encourage activities across the state that provide financial education to service providers and stakeholders.
 - i) **Strategy:** Support activities and conferences that serve as capacity-building activities for financial education coalition members, partners, policymakers and others interested in related financial education topics.
 - ii) **Strategy:** Use activities such as the financial awareness week activities to expand the coalition network and add members to the coalition.
 - (1) **Outcome:** Strengthen a new membership committee to help seek out partnerships across the state.
 - (2) **Outcome:** More coalition members outside Lincoln and Omaha metro areas.