2010 Current Fiscal Year Report: President's Advisory Council on Financial Literacy

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1. Department or Agency	2. Fiscal Year
Department of the Treasury	2010

3. Committee or Subcommittee	3b. GSA Committee No.
President's Advisory Council on Financial Literacy	34552

4. Is this New During Fiscal Year?	5. Current Charter	6. Expected Renewal Date	7. Expected Term Date
No	01/22/2008	01/22/2010	01/22/2010

8a. Was Terminated During FiscalYear?	8b. Specific Termination Authority	8c. Actual Term Date
Yes	Executive Order 13455 signed 1/22/2008	01/22/2010

9. Agency Recommendation for Next FiscalYear	10a. Legislation Req to Terminate?	10b. Legislation Pending?
Terminate	No	

11. Establishment Authority Presidential

12. Specific Establishment Authority	13. Effective Date	14. Commitee Type	14c. Presidential?
Executive Order 13455 signed 1/22/2008	01/22/2008	Continuing	Yes

15. Description of Committee Non Scientific Program Advisory Board

16a. Total Number of Reports	No Reports for this FiscalYear

17a. Open	17b. Closed	17c. Partially Closed	Other Activities	17d. Total
1	0	0	0	1

Meetings and Dates

Purpose	Start	End

The primary purpose of this meeting was to discuss the Council's priorities and how it can best advise the President and the Secretary of the Treasury. Treasury also provided an update about the status of the recommendations made by the Council in January 2008.	11/03/2009 - 11/03/2009	

Number of Committee Meetings Listed: 1

	Current FY	Next FY
18a(1). Personnel Pmts to Non-Federal Members	$0.00	$0.00
18a(2). Personnel Pmts to Federal Members	$0.00	$0.00
18a(3). Personnel Pmts to Federal Staff	$4,360.00	$0.00
18a(4). Personnel Pmts to Non-Member Consultants	$0.00	$0.00
18b(1). Travel and Per Diem to Non-Federal Members	$0.00	$0.00
18b(2). Travel and Per Diem to Federal Members	$0.00	$0.00
18b(3). Travel and Per Diem to Federal Staff	$0.00	$0.00
18b(4). Travel and Per Diem to Non-member Consultants	$0.00	$0.00
18c. Other(rents,user charges, graphics, printing, mail, etc.)	$3,300.00	$0.00
18d. Total	$7,660.00	$0.00
19. Federal Staff Support Years (FTE)	0.10	0.00

20a. How does the Committee accomplish its purpose?

The Council advises the President and the Secretary of the Treasury on means to 1) improved financial educaiton efforts for youth in school and for adults in the workplace; 2) promote effective access to financial services, especially for those without access to such services; 3) establish effective measures of national financial

literacy; 4) conduct research on financial knowledge, including the colleciton of data on the extent of financial knowledge of individuals; and 5) strengthen and coordinate public and private sector financial education programs.

20b. How does the Committee balance its membership?
Individuals are appointed by the President and consideration is given to selection of members with backgrounds as providers of, consumers of, promoters of access to, and educators with respects to financial education and financial services. Each members serves as representatives of his or her industry, trade group, public interest group or other organization or group.

20c. How frequent and relevant are the Committee Meetings?
Estimated Number of Meetings per Year - 2

20d. Why can't the advice or information this committee provides be obtained elsewhere?
To keep America competitive by assisting the general public in understanding and addressing their personal financial matters.

20e. Why is it necessary to close and/or partially closed committee meetings?
N/A

21. Remarks
Terminated in accordance with Executive Order 13455, signed 1/22/2008.

Designated Federal Officer
Dubis G. Correal Director, Office of Financial Education

Committee Members	Start	End	Occupation	Member Designation
Beck, Theodore	01/22/2008	01/22/2010	President and CEO, National Endowment for Financial Education	Representative Member
Bryant, John	01/22/2008	01/22/2010	Chairman and Founder, Operation HOPE, Inc.	Representative Member
Daniels, Theodore	01/22/2008	01/22/2010	President, Society for Financial Education and Professional Development	Representative Member
Dawson, Cutler	01/22/2008	01/22/2010	President and CEO, Navy Federal Credit Union	Representative Member
Duvall, Robert	01/22/2008	01/22/2010	President and CEO of the National Council on Economic Education	Representative Member
Hira, Tahira	01/22/2008	01/22/2010	Professor of Personal Finance and Consumer Economics and Executive Assistant to the President, Iowa State University	Representative Member
Kosakowski, Jack	01/22/2008	01/22/2010	Executive Vice President and Chief Operating Officer, JA Worldwide and President, Junion Achievement USA	Representative Member
Lechter, Sharon	01/22/2008	01/22/2010	Co-Author, Rich Dad, Poor Dad and CEO of the Rich Dad Organization	Representative Member
Lee, Robert	01/22/2008	01/22/2010	Chairman and CEO, FreshMinistries, Inc.	Representative Member

Levine, Laura	01/22/2008	01/22/2010	Executive Director of the Jump$tart Coalition for Personal Financial Literacy	Representative Member
Mancl, David	01/22/2008	01/22/2010	Director of the Office of Financial Literacy of the Wisconsin Department of Financial Institutions	Representative Member
McGrath, Don	01/22/2008	01/22/2010	Chairman and CEO, Bank of the West	Representative Member
Parker, Janet	01/22/2008	01/22/2010	Chair, Board of Directors, Society for Human Resource Management (SHRM) and Executive Vice President, Human Resources, Regions Financial Corporation	Representative Member
Salazar, Ignacio	01/22/2008	01/22/2010	President and CEO, SER National	Representative Member
Schwab, Charles	01/22/2008	01/22/2010	Founder, Chairman of the Board and CEO of the Charles Schwab Corporation	Representative Member

Number of Committee Members Listed: 15

Narrative Description

The President’s Council, which is composed of 16 representatives from the private sector and state and local government is working with the Department of the Treasury’s Office of Financial Education on the following five areas:1. Improving financial education efforts for youth in school through a recognition program and the distribution of a curriculum. 2. Recognizing postsecondary institutions and employers that provide financial education to students and employees, respectively. 3. Promoting effective access to financial services for those without access to such services. 4. Establishing effective measures of national financial

literacy. 5. Strengthening and coordinating public and private sector financial education programs.

What are the most significant program outcomes associated with this committee?

	Checked if Applies
Improvements to health or safety	☐
Trust in government	☐
Major policy changes	☐
Advance in scientific research	☐
Effective grant making	☐
Improved service delivery	☐
Increased customer satisfaction	☐
Implementation of laws or regulatory requirements	☐
Other	☑

Outcome Comments

The Council was created to help keep America competitive and assist the American people in understanding and addressing financial matters.

What are the cost savings associated with this committee?

	Checked if Applies
None	☑
Unable to Determine	☐
Under $100,000	☐
$100,000 - $500,000	☐
$500,001 - $1,000,000	☐
$1,000,001 - $5,000,000	☐
$5,000,001 - $10,000,000	☐
Over $10,000,000	☐
Cost Savings Other	☐

Cost Savings Comments

N/A

What is the approximate Number of recommendations produced by this committee

for the life of the committee?
15

Number of Recommendations Comments
The recommendations may be viewed at
http://www.treasury.gov/offices/domestic-finance/financial-institution/fin-education/council/7th-me

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?
50%

% of Recommendations Fully Implemented Comments
1. Middle School Curriculum – The Council endorsed “Money Math: Lessons for Life” an easy-to-use, readily available financial literacy curriculum for middle-school students that has been downloaded more than 92,000 times (Note: Update for current figure at time of final report) from the Council’s website. The four-unit, 86-page curriculum uses real-life examples to help teachers to integrate personal finance topics into math classes. Treasury continues to promote this curriculum. Since February 2008, it has been downloaded more than 450,000 times. 2. High School Financial Literacy Contest – The Council agreed to recommend and promote the first-ever National Financial Literacy Challenge (administered by the Treasury Department), a 35-question exam on personal finance issues that was taken by more than 125,000 American high school students in 2008. The new National Financial Capability Challenge was administered in the Spring of 2010.3.The United States Department of the Treasury should promote the availability of financial education resources for parents, caregivers, and teachers to use with pre-school and early elementary school children.Treasury, on behalf of the Financial Literacy and Education Commission (FLEC), is revamping the FLEC website (mymoney.gov). The new website will include resources for parents, caregivers and teachers. 4.The United States Department of the Treasury should create an Internet-based resource center on the federal government’s financial literacy website, www.mymoney.gov for human resource professionals and employers that consolidates the best financial education information and resources. As part of the revamp of the FLEC website, the new website will include resources for human resource professionals and employers. 5. The private sector, state and local governments, and nonprofits should adopt the Council’s definitions for “financial literacy” and “financial education,” so that programmatic decisions are based on a common understanding of the terms. The Council adopts the Financial Literacy and Education Commission’s definitions of those two terms. Specifically, the Council defines “financial literacy” as “the ability to use knowledge and skills to manage financial

resources effectively for a lifetime of financial well-being” and defines “financial education” as “the process by which people improve their understanding of financial products, services and concepts, so they are empowered to make informed choices, avoid pitfalls, know where to go for help and take other actions to improve their present and long-term financial well-being.”Implemented by the Council.6. The United States Department of the Treasury should identify and standardize the specific skills that a person should have upon completion of a comprehensive financial literacy program and explore the creation of a certification program for such programs and for instructors of programs that meet the criteria.Treasury is currently working with a group of experts to develop the core principles discussed in the first part of this recommendation. The second part (regarding certification) has not been implemented.7. – Nonprofits should create and distribute a self-administered “National Financial Check-Up” that would allow Americans to assess their own financial knowledge, and provide links to trustworthy sources of information to fill in any gaps. Treasury is currently developing a self assessment.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?
2%

% of Recommendations Partially Implemented Comments
1. The United States Department of the Treasury should implement the Post-Secondary Financial Education Honor Roll program, approved by the full Council in 2008, to encourage best practices in financial education at colleges and universities.While the Honor Roll has not been created, Treasury, in conjunction with the Departments of Education and Agriculture, will review and evaluate programs at the college level, promoting effective ones, as mandated by the Higher Education Act.2. Colleges, universities, and other research entities should execute critical research into the state of financial literacy and the most effective measures to increase financial literacy in the United States.Many colleges, universities and other research entities are taking such steps.

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?
Yes ☑ No ☐ Not Applicable ☐

Agency Feedback Comments
Treasury’s Office of Financial Education provides feedback during the public meetings and by phone and email.

What other actions has the agency taken as a result of the committee's advice or recommendation?

	Checked if Applies
Reorganized Priorities	☐
Reallocated resources	✓
Issued new regulation	☐
Proposed legislation	☐
Approved grants or other payments	☐
Other	☐

Action Comments

The Office of Financial Education’s staff dedicates a percentage of its time to Council related matters. Additionally, some funding was allocated to administer the National Financial Literacy Challenge in the Spring/Fall of 2008.

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

N/A

How is access provided to the information for the Committee's documentation?

	Checked if Applies
Contact DFO	✓
Online Agency Web Site	✓
Online Committee Web Site	☐
Online GSA FACA Web Site	✓
Publications	☐
Other	☐

Access Comments

N/A