



February 15, 2012

To: House Committee on Education

From: Kathleen A. Taylor, Kansas Bankers Association *KAT*

Re: HB 2645: Making Financial Literacy a Graduation Requirement

Mr. Chairman and Members of the Committee:

Thank you for the opportunity to submit written testimony in support of **HB 2645**, which would include as a requirement for graduation from a Kansas high school, a course in financial literacy. The Kansas Bankers Association (the KBA) has long been a supporter of financial literacy programs – those that have been offered through the private sector, and those efforts in the past to legislatively address the inclusion of financial literacy in K-12 curriculum.

Most recently, the KBA, along with the State Bank Commissioner and Securities Commissioner, have endorsed a web-based curriculum developed by EverFi, Inc., a Washington, D.C. based education technology company. I have attached to my testimony, a letter from KBA President, Chuck Stones, encouraging banks to partner with their local schools so to promote the availability of a ready-made curriculum to students – with no need for additional training for teachers or administration.

Technology has changed the method of delivery of financial services to customers, much as it has changed every industry. Many banks are providing account services via the iPhone, so yes, there is an “app” for that. With information so readily available, it seems critical to teach kids the do’s and don’ts of saving, investing, understanding debt, money management and financial responsibility in general.

We offer whole-hearted support for the spirit in which this bill was introduced, and hope to be a resource as the curriculum is developed. Thank you for your time and attention to this matter.

May 26, 2011



Dustin DeWeese
Pinnacle Bank
Po Box 669
Abilene, KS 67410-0669

Dear Dustin:

The KBA, in partnership with the Office of the State Bank Commissioner and the Office of the Kansas Securities Commissioner, is excited to announce our recent partnership with EverFi, Inc., a Washington, D.C. based education technology company, to bring an interactive personal finance website to students at high schools in your area.

EverFi's entirely web-based Financial Literacy Platform uses the latest in new media technologies – adaptive-pathing, 3-D gaming, social networking, online animations, video, and messaging tools to present complex learning modules. After successfully completing each module, students are certified in hundreds of core financial topics, including: banking, taxes, mortgages, financing higher education, stocks, 401(k) plans, budgeting and saving, credit scores, insurance, and credit cards.

Thanks to the endorsement from the KBA, and the statewide sponsorship of the Office of the State Bank Commissioner and the Office of the Kansas Securities Commissioner, high schools in Kansas will have access to this cutting edge technology. KBA members can sponsor local schools and private-label the program in their bank's name for a cost of \$3,000 per school per year. EverFi will work directly with you to launch the program and gain local media attention through student certification ceremonies.

The platform has been received with enthusiasm from schools, students and families throughout the country and is a channel connecting banks to their local communities. In addition to fostering and maintaining these valuable relationships, the program serves to increase bank visibility, demonstrate community reinvestment and link with potential customers in an exclusive way.

The screenshot shows a website interface for "Kansas Financial Scholars". At the top left, there is a box labeled "Example Sponsored Homepage" with the text "Sponsored throughout Kansas by:" and logos for "OSBC" (Oklahoma State Bankers' Association) and "KS BANK". Below this is a navigation bar with links for "reports", "resources", "users", "curriculum", and "support". In the center, there is a "Welcome. Sample!" message with a "logout profile" link. Below the navigation bar, there is a box labeled "Your Bank Name Will Appear Here" with an arrow pointing to "KS Bank". On the right, there is a box labeled "Sponsored Locally by:" with the "KS BANK" logo. Below the navigation bar, there is another box labeled "Your Bank Name Will Appear Here".

To learn more about getting involved in this program, contact Mike Norris at the KBA (785) 232-3444.

We look forward to hearing from you!

Sincerely,

Chuck Stones, President

Mike Norris, SVP