



**To: House Education Committee
Rep. Ron Highland, Chairman**

From: Haley DaVee, Senior Vice President, Governmental Affairs

Date: Wednesday, February 11, 2015

Re: Written Testimony in Support of House Bill 2232

The Kansas Credit Union Association appreciates this opportunity to share written testimony in support of financial literacy efforts in Kansas and House Bill 2232. The 93 Kansas credit unions are not-for-profit, member-owned financial cooperatives serving over 649,000+ member/owners and operating with a mission of people helping people. As part of this mission, Kansas credit unions have a long-held commitment to personal financial literacy—both for their members and their communities.

There is no doubt that the need for financial literacy is great. The commitment of Kansas credit unions to financial literacy is evident in the many financial literacy programs that credit unions across the state utilize—either individually or cooperatively. Kansas credit unions and the Kansas Credit Union Association are engaged today on multiple levels and with numerous public and private partners to increase financial capability in our state. These partnerships include the following programs:

- **National Endowment for Financial Education:** Credit unions have a partnership with the National Endowment for Financial Education to provide and promote the **High School Financial Planning Program (HSFPP)**. This award winning curriculum is provided **FREE** of charge to schools nationwide. For nearly 30 years this award-winning, free, noncommercial financial education program has been provided annually to a half million students in thousands of schools and community organizations—including thousands of students in Kansas. In 2014 alone, 28 Kansas schools ordered over 5,700 copies of the NEFE HSFPP modules.
- **Money\$mart Financial Management Camp:** Money\$mart is a financial management camp created specifically for Kansas middle school students by KCUA and the Kansas State Treasurer's Office. The camp offers middle school students training in personal financial education in a fun environment that enhances teamwork skills. Lessons include topics such as Money & Choices, Budgeting, Interest, Saving & Goal-Setting, and Payment Methods and Credit. Since its inception in 2004, thousands of Kansas middle school students have participated. Last fall, Kansas credit unions held a Money\$mart camp for the entire sixth grade class at El Dorado Middle School.
- **Save@School:** This program joins the State Treasurer's Office, local financial institutions and schools with the goal of teaching students the importance of savings.

Four credit unions in Kansas participate in the program which teaches the importance of savings through hands-on experience with and classroom exercises taught by credit union employees. Kansas credit unions operate 16 in-school branches around the state to help teach youth the value of savings and to promote planning for the future. Students open savings accounts and make deposits to their accounts on scheduled savings days at school. In addition, credit unions conduct classroom education sessions on saving, budgeting and spending money wisely.

- **BizKid\$:** Credit unions in Kansas and across the nation sponsor BizKid\$, a PBS program that teaches youth entrepreneurial skills and personal financial literacy. The first season of the programming received critical acclaim and was a huge success—reaching over 271 million people across the United States. BizKid\$ is currently in its sixth season and airs on all PBS markets in Kansas.

In addition to broad industry partnerships, credit unions offer a number of financial literacy programs in their own communities and for members. Whether these programs are one-on-one financial counseling services, presentations at local schools, or seminars aimed at teaching a specific topic (i.e. home buying or understanding your credit score), these programs are making a big difference in educating Kansans about their finances.

Personal financial literacy is critical as consumers today have more options for credit in an increasingly complex and overwhelming marketplace. Kansas credit unions look forward to continuing to be a resource for their communities and schools in financial education.

KCUA supports efforts in the state of Kansas—whether it is HB 2232 or other initiatives—to increase personal financial education for K-12 students. Thank you for allowing us to provide written comment in support HB 2232.