Goals

- Provide resources that K-12 educators can use to confidently teach financial education
- Encourage parents/caregivers to engage in financial-related conversations and activities with their children and youth
- Promote hands-on financial education with an emphasis on savings
Goal: highlight promising ways to combine financial education & savings accounts for school-aged children

Two Phases – 21 participating banks
- I: 2014-15 school year (existing programs)
- II: 2015-16 school year (new or expanded programs)

Methodology
- Calls
- Surveys
Pilot Participants

- Athol Savings Bank
- Bank of Hawaii
- Beneficial Bank
- Caldwell Bank & Trust
- Capital One, NA
- Commercial Bank
- Fidelity Bank
- First Bank of Highland Park
- First Metro Bank
- International Bank of Commerce
- Montecito Bank & Trust
- Passumpsic Savings Bank
- PNC Bank, NA
- Reading Co-operative Bank
- ServisFirst Bank
- Southwest Capital Bank
- The Hastings City Bank
- The Huntington National Bank
- Treynor State Bank
- Wesbanco Bank
- Young Americans Bank
Reported Benefits Include

- Improving financial skills, knowledge and attitudes of students & families
- Fulfilling a mission
- Staff satisfaction and community goodwill
- CRA credit for LMI Schools
- Building a pipeline of future customers
- Developing account relationships with students, parents, and school staff
Phases:
I. Plan
II. Design
III. Document Roles and Responsibilities
IV. Implement
V. Assess and Refine
Phase I: Plan

- Identify objectives
- Engage potential partners
  - Leverage existing relationships with teachers, administrators or school boards
  - Work with third-party intermediaries that have existing programs with/for schools
- Prepare for potential challenges
1. School Branches
2. In-School Banking
3. Nearby Branch Visits
Interagency Guidance to Encourage Financial Institutions’ Youth Savings Programs and Address Related Frequently Asked Questions (2/24/15)

- Opening accounts for minors
- Application of Consumer Protection Laws
- Customer Identification Program requirements
- CRA Consideration
- When are branch applications not required
Collaboration between FDIC and Conference of State Banking Supervisors (CSBS)

- Research to identify state-specific laws or rules pertaining to youth banking
- Examples
  - State laws pertaining to age for non-custodial deposit accounts
  - Branch application exceptions for school banking

https://facts.csbs.org/
Ownership structures:

- Non-Custodial
- Custodial (parent/guardian)
- Custodial (school, nonprofit, or other 3rd party)

Key elements:

- Consistent with Model Safe Account Template
- Mobile technology
Delivery approaches
- Formal instruction
- Peer-based
- Just-in-time information sharing

Fun and interactive approaches

Integration with social studies or math

Variety of curricula, including Money Smart for Young People
Money Smart for Young People series:
- Grades Pre-K-2
- Grades 3-5
- Grades 6-8
- Grades 9-12

Components for:
- Teachers
- Students
- Parents/Caregivers

Alliance
Phase III: Roles and Responsibilities

- Possible bank contributions:
  - Staff time
  - Materials
  - Marketing
  - Monetary incentives
  - Account set-up

- Partner contributions
  - Staff time
  - In-kind services (e.g., space)
  - Account matching (e.g., college savings)
Phase IV: Implement

- Prepare those who will work with the students
- Regular communication
- Involve parents
Youth Banking Network

- Launched on March 27, 2017
- Goal: help banks working to connect financial education to savings accounts for school-aged children
  - Conference calls
  - Sharing information resources
  - Give FDIC ideas for how we can customize our educational tools for youth savings
Eligibility:

- FDIC-insured bank partnering with school/nonprofit to enable young people to open a savings account
- Financial education provided

Join: youthsavings@fdic.gov
First Metro Bank

Muscle Shoals, Alabama
Eight locations, Two Operations Centers
Two Student-Operated School Banks
130 Employees
Three-County Assessment Area in Northwest Alabama

In-School Savings / Youth Banking Network Member

Alana Parker, Education and Training Director, Community Reinvestment Act Officer, First Metro Bank

Muscle Shoals, AL

Financial Literacy Outreach Program
Began in 2007
Teach Children to Save Day – 4th grade
CHOICES Program – 8th grade
Get Smart About Credit Day – 11th & 12th grade
Student-Operated Falcon Branch and Trojan Branch
Between 5,000 and 7,000 Students Annually
The School Branches

How it works...

To Open an Account

1. Student Teller completes CIP form and has Student sign the form.
2. CIP form sent to CSR at designated FMB location
3. CIP procedures completed by the CSR, if all requirements are met, then the account is created
4. Signature card and disclosures returned to school branch
5. Student signs signature card, receives disclosures, and makes initial deposit

The Student Savings Account

- Does not require a joint owner for those 15 or older
- $1 minimum opening deposit
- $1 minimum balance
- ATM card, mobile banking, online banking, telephone banking, etc. included
Linda Preston
Community Affairs Specialist

Website:
www.fdic.gov/youthsavings
www.economicinclusion.gov
www.fdic.gov/moneysmart

Email:
youthsavings@fdic.gov
QUESTIONS