

Wednesday, April 29, 2025

Financial Empowerment Advisory Team Meeting



OREGON
STATE
TREASURY



Date

April 29, 2025

Time

2:00 - 3:30 p.m.

Location

WebEx Panelist Link:
[PanelistLink](#)

1. Welcome

State Treasurer Elizabeth Steiner, chair

2. New member introduction

Ashley Wilson, Oregon State Credit Union

3. Oregon Financial Empowerment Award honorees

State Treasurer Elizabeth Steiner

Educator of the Year

Community Champion of the Year

4. Roundtable - Financial Literacy Month

Financial Empowerment Advisory Team members

5. Advisory Team survey synopsis

James Sinks, Financial Empowerment Program Manager

6. Discussion

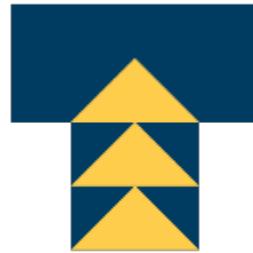
Treasurer Steiner

Advisory Team members

7. Public comment



Welcome



OREGON
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Agenda Item 2:

New Member Introduction

Ashley Wilson, Oregon State Credit Union



**OREGON
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April 29, 2025

Financial Empowerment Advisory Team

Oregon Financial Empowerment Awards - 2025

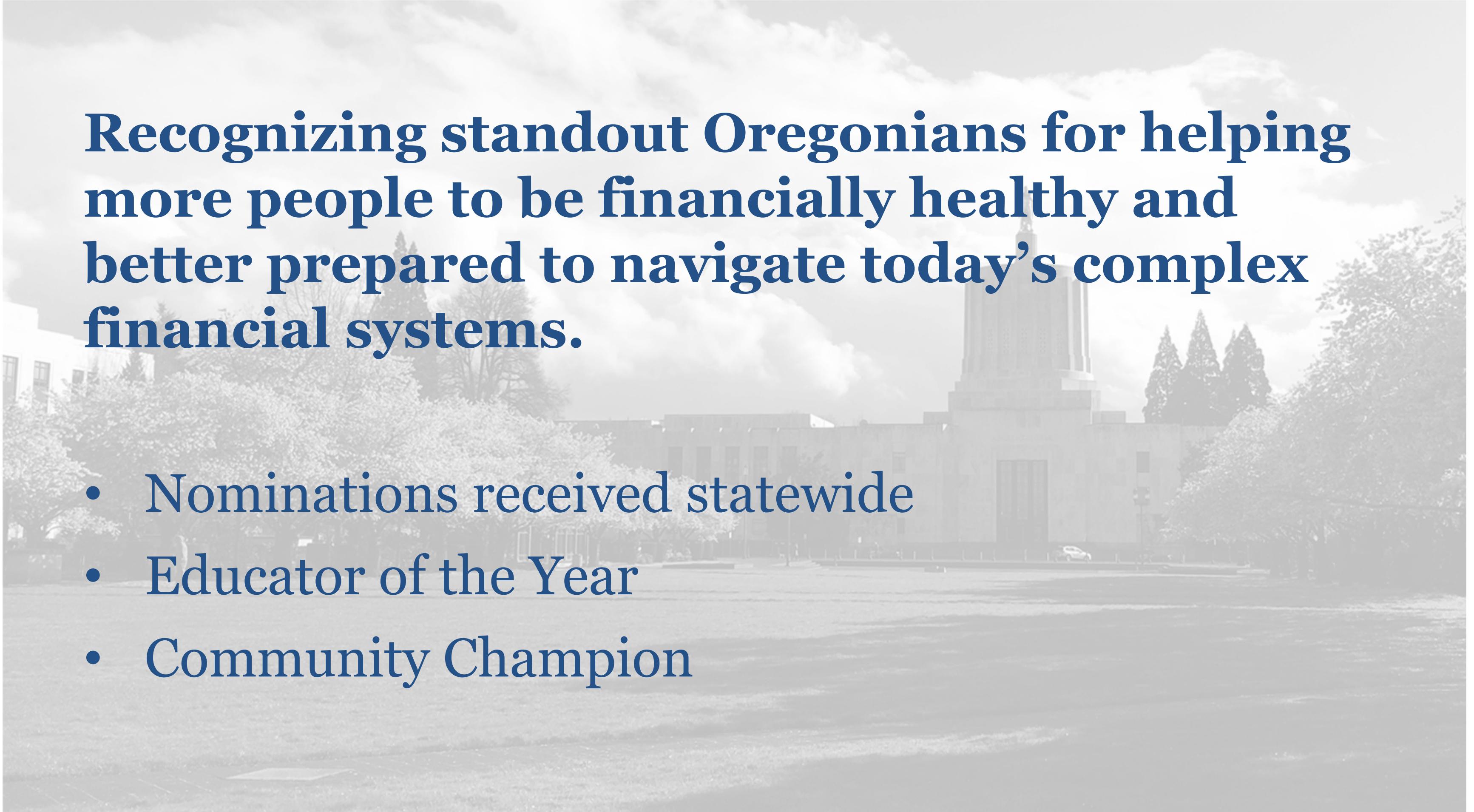
Recognizing standout educators and community champions



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Financial Empowerment Awards



Recognizing standout Oregonians for helping more people to be financially healthy and better prepared to navigate today's complex financial systems.

- Nominations received statewide
- Educator of the Year
- Community Champion

Financial Educator

BEKKI TUCKER, CALDERA HIGH SCHOOL

“Her dedication to financial education, commitment to student success, and leadership in teacher training make her an outstanding candidate for this recognition. Through her innovative work at Caldera High School, her proactive approach to curriculum development, and her service on the standards committee, Bekki has significantly advanced financial literacy in Oregon.”

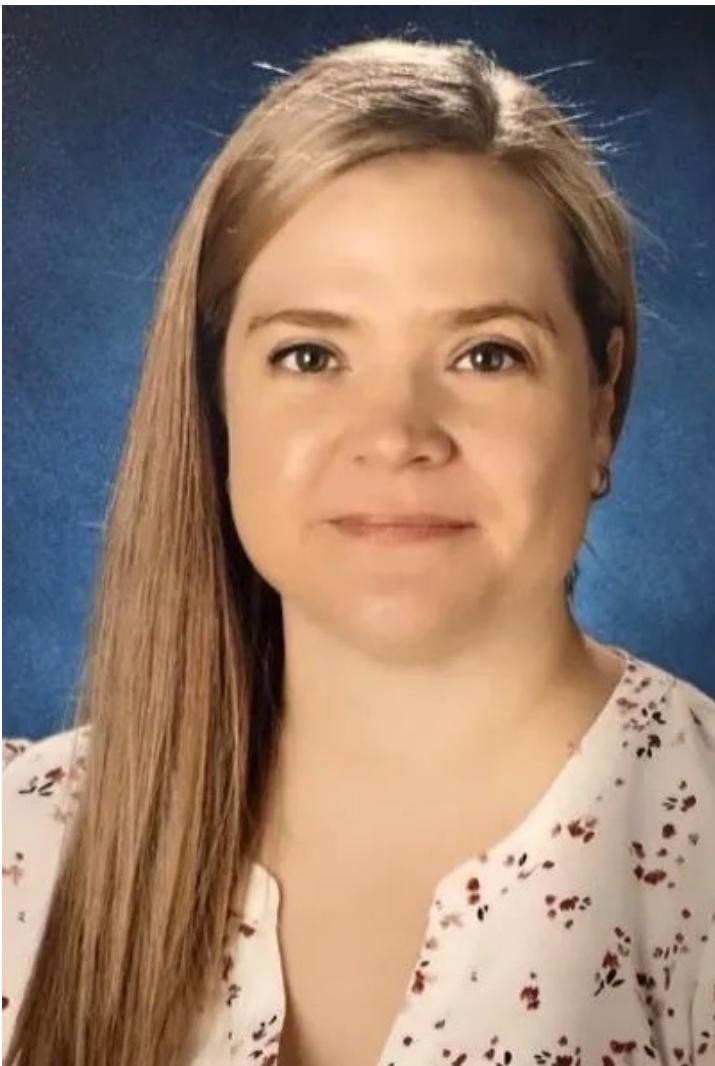
Joey Running

West Albany High School

2024 Oregon Financial Empowerment Educator of the Year

Financial Educator

BEKKI TUCKER, CALDERA HIGH SCHOOL



- Business Career Technical Educator
- 2024 Oregon Council for Economic Education Teacher of the Year
- DECA Advisor
- District Lead, Personal Finance Curriculum Development, Bend-La Pine Schools
- Member, Oregon Department of Education Personal Finance Standards Committee

Community Champion

UPLIFT LEADERSHIP, KYLE KAVAS



“UPLIFT uniquely blends career development with essential financial education, equipping young people with the skills they need to succeed in both the workplace and in managing their personal finances. Kyle’s initiatives not only improve individual financial capability but also foster a more inclusive and resilient community workforce benefiting students, educators, and local employers.”

*- D. Scott Smith, MBA
Board Vice President*

Community Champion

UPLIFT LEADERSHIP, KYLE KAVAS

Helping young Oregonians overcome financial, class, social and cultural barriers to higher education and the workforce.

- Serves 5,000+ students
- Mentoring and coaching
- Four-day career camp
- Financial education
- Career pathway scoping
- Job skills and applications



“Pay It Forward”

OREGON TRIO ASSOCIATION, ASTORIA

The Community Champion organization receives \$2,000, plus can “Pay It Forward” and select another financial empowerment-focused effort to receive \$500.

Oregon TRIO Association provides academic tutoring, counseling and financial guidance statewide to help motivate and support students from disadvantaged backgrounds to pursue college degrees. It served more than 12,000 students during the 2023-24 school year.



OREGON STATE TREASURY

Elizabeth Steiner
Oregon State Treasurer

867 Hawthorne Ave SE
Salem, OR 97301

Oregon.gov/Treasury

Agenda Item 4:

Roundtable – Financial Literacy Month

Treasurer Elizabeth Steiner
Financial Empowerment Advisory Team Members

AGENDA ITEM: 5

April 29, 2025

Financial Empowerment Advisory Team

Survey synopsis: Goals, direction, and Team makeup

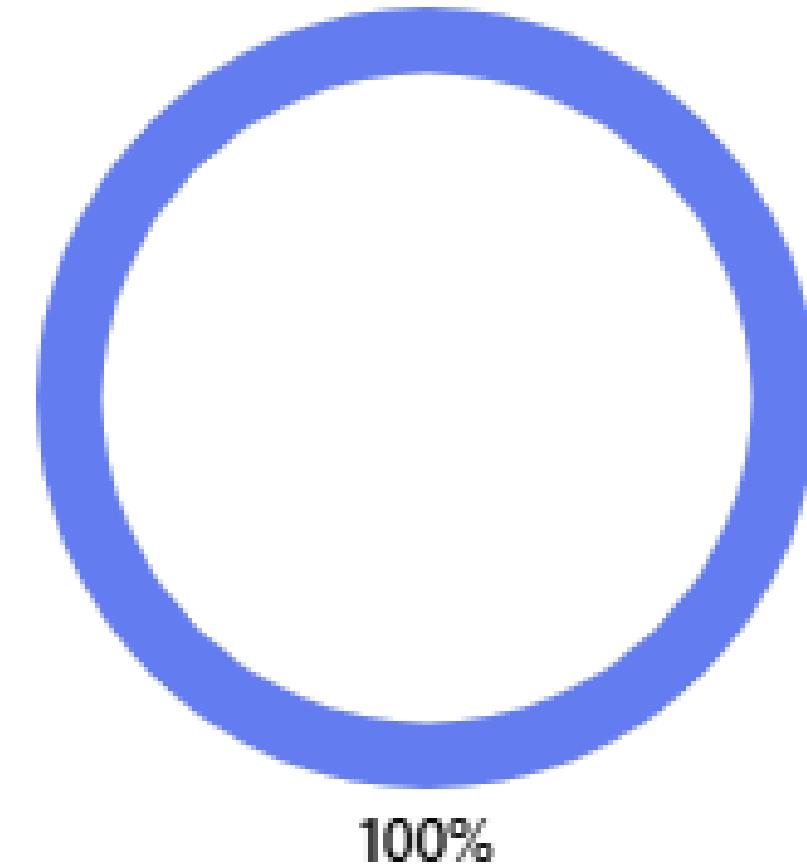
Charting the future of the Financial Empowerment Advisory Initiative



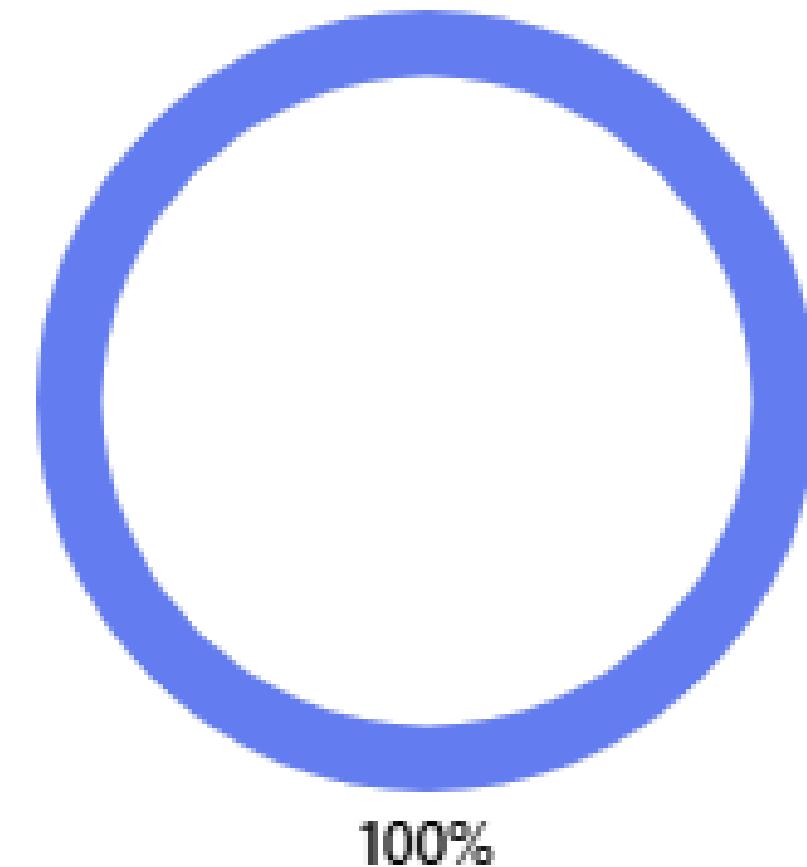
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2025 member survey

Should the State Treasurer continue to convene a group of high-level financial empowerment professionals and agency leaders to collaborate, share news, and advance financial wellness?



Does the current quarterly cadence of meetings work for you?



Financial Empowerment Goals

1. Augment and amplify existing efforts statewide
2. Raise visibility
3. Enhance equity + racial equity in financial education access
4. Improve accessibility
5. Leverage partnerships
6. Help Treasurer identify and advance public policy
7. Measure progress and identify benchmarks



1. Augment and amplify	79%	21%	
2. Raise visibility	93%	7%	
3. Enhance equity	79%	14%	7%
4. Improve accessibility	86%	14%	
5. Leverage partnerships	86%	14%	
6. Identify and advance public policy	86%	14%	
7. Measure progress and benchmarks	71%	21%	7%

Goals and priorities

Update #7 to "continue to track progress toward measurable goals"

- Codi

As federal oversight of predatory financial practices recedes (elimination of the CFPB), identify policy options to **protect consumers**

- Scott

How do we highlight communities of Color with multilingual focus, and families struggling in poverty?

- Irvin

Several could be made **clearer or more equity-focused**.

- Aujalee

Goals and priorities

- 3. "...equity" - aren't we promoting literacy for all?
- 4. "...inclusive" - who's being excluded?
- 6. "...nationally" - not our responsibility or ability to impact.
- 7. All programs should have their own system of measuring, evaluating achievement.

- George

Amend to be **more specific, measurable, and timebound** .

- Lane

Narrow the list of priorities to 3 > advance public policy, collaboration and partnerships to enhance and amplify existing programs; expand reach and accessibility particularly by marginalized and underserved groups; and set benchmarks and track progress.

- Bandana

What makes meetings useful?

Discussions Identifying opportunities

SB3 Collaboration

Guest Presenters

Roundtable

+

Data Learning

Cross-agency collaboration. Things that aren't "advertising"

Agency Updates

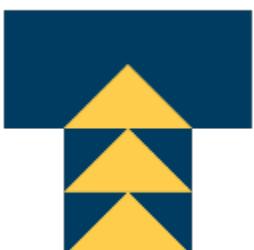
News from around Oregon



Other voices?

Union or Workforce
None / keep manageable

Communities of color
Housing
Youth Development
Personal finance educator
Neighborhood Partnerships
Economic development
Strong rural voices
Low income
MAYORS
FinTech world



Maximizing value?

How do we move the needle on goals?

Less repetition in roundtable updates

Most: stick with 90 minutes

Make agendas less tight

Consider subgroups or breakout sessions

Keep talking with experts from other states/nation

More interaction time among team

More time in August convening

Maximizing value?

I feel **the agenda is a bit tight** and doesn't allow for enough time to ask questions.

- Pamela

In roundtables, **focus on stuff that is new or different** of significant value.

- George

The meetings are **well organized** and a good use of my time.

- Margaret

The **scorecard and 211 financial literacy pages** are great proof of the kinds of things we can accomplish together.

- Lane

I would love to **hear more from members**. I would love to hear Treasurer Steiner's vision for financially empowering Oregonians.

- Julia



OREGON STATE TREASURY

Elizabeth Steiner, MD
Oregon State Treasurer

867 Hawthorne Ave NE
Salem, OR 97301-3896

oregon.gov/treasury

Discussion

Treasurer Steiner
Advisory Team Members



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PUBLIC COMMENT



OREGON STATE TREASURY

Tobias Read
Oregon State Treasurer

867 Hawthorne Ave SE
Salem, OR 97301

Oregon.gov/Treasury

Financial Empowerment Advisory Team



Minutes of the Financial Empowerment Advisory Team Meeting Notes February 4, 2025

Team Members Present:	State Treasurer Elizabeth Steiner, Chair Julia Carlson, Financial Freedom Wealth Management Group Kevin Christiansen, Oregon Bankers Association Margaret Doherty, Former Legislator and Educator Prem Mathew, Associate Dean, Oregon State University Erin Moore, Government Relations Director, OnPoint Community Credit Union Jennifer Satalino, The College Place- Oregon Bandana Shrestha, AARP Oregon
Technical Advisors- OR Agencies	Dr. Irwin Brown, Oregon Department of Human Services Lane Thompson, Department of Consumer Business Services Aujalee Moore, Oregon Department of Education Meg Reinhold, Department of Human Services Codi Trudell, Department of Revenue
Speakers:	Leland Baxter-Neal, Oregon State Bar

Treasurer Steiner called the meeting to order at 2:06 p.m.

Agenda Item 1 – Welcome

Treasurer Elizabeth Steiner welcomed members of the Financial Empowerment Advisory Team and stated that financial empowerment is one of her top priorities as Treasurer. This meeting focused on prioritizing financial empowerment, addressing the civil legal crisis, and promoting financial education in Oregon.

Agenda Item 2 – Spotlight: Free consumer-focused legal consumer resources

Leland Baxter-Neal, Oregon State Bar, shared the background on decisions that went into creating the Oregon Law Help website for free consumer-focused legal consumer resources that was put together by himself and another attorney, and talked about the projects, goals and guiding principles. The website design and content prioritize plain language, easy navigation, and quick scanning for relevant information. The site offers articles, guides, and referrals to free or low-cost legal services for various legal issues. Mr. Baxter-Neal stated they have a quarterly newsletter that he will share with the team, in case anyone would like to sign up and receive a copy by email. Treasurer Steiner suggested reaching out to Legislators to share this information in their newsletters to their constituents. A copy of Mr. Baxter-Neal's presentation is part of the records for this meeting.

Financial Empowerment Advisory Team

Agenda Item 3 – 2025 Oregon Financial Wellness Scorecard

James Sinks, Financial Empowerment Manager, shared the Financial Wellness Scorecard with the Advisory team and the goals for the financial empowerment program to see that the scorecard helps achieve several of these goals. The scorecard highlights both positive trends (retirement savings) and concerns (financial confidence, emergency savings).

Prem Mathew, Oregon State University, outlined the “deep dive” data comparison for the 2025 scorecard, which explored who is saving and what are they saving for. Only 26% of Oregonians save regularly with a savings plan and half aren’t saving at all, based on the findings of the 2024 Financial Wellness Survey from the Oregon Values and Beliefs Center. Those with a higher education and older age are more likely to save regularly, and almost half of the respondents would not be able to come up with \$500 for emergency expenses, with significant demographic differences. A copy of this presentation is part of the records for this meeting.

Agenda Item 4 – Roundtable discussion: 2025 and beyond

Aujalee Moore, Oregon Department of Education, will have a panel at the COSA conference next week (conference with chief officers of school administrators) and will have three different districts attending that have implemented the financial piece in schools and can help them with ideas how to implement. One of the biggest hurdles has been the training of educators who would be teaching these courses.

Prem Mathew, Oregon State University, would like to know which school districts are struggling with pieces of implementation for SB 3. Some schools have been doing this for a while and don’t need support, but others do, so would love to know who they are to be able to help.

Ms. Moore wants to create a survey for the districts to determine which ones are needing additional support and which ones feel comfortable now.

Jenn Satalino, The College Place-Oregon, has worked in the high schools in Oregon and one of the issues is anticipating where and when in the curriculum these two half credits will take place.

Margaret Doherty seconded that timing would be an issue. When she taught, there was a semester as a sophomore which taught you how to write a check, and a semester as a senior was more economics and balancing. Oregon has more graduation credits than most states and we keep adding to them but not taking any of the credits away, so not sure where to fit extra credits in the day. Since SB 3 is an unfunded mandate, it will be hard for teachers to add this to their curriculum.

Erin Moore, OnPoint Community Credit Union, thanked Aujalee and reminded her that there are a lot of partners and supporters in the private industry. If there is a pathway for private dollars or a coalition to support training or the curriculum development, to think of OnPoint for help.

Bandana Shrestha, AARP, would like to also continue the conversation in helping people in midlife and beyond think about financial security. What tools do we have? Also, there are bills that are looking at consumer protection.

Treasurer Steiner stated that we need to think about financial education as a lifelong learning and thinking about how we make that accessible to people through their lifespan.

Financial Empowerment Advisory Team

Meg Reinhold, DHS, presented on what they are doing in their infrastructure program. This is our 3rd tax season, and we provide grants to organizations that do free tax preparation for Oregonians. This year, we did 15,000. In 2022, the organizations we work with were only doing 5,000 a year, so we are making a lot of progress. This year we are focusing on youth. Last year we did a pilot at seven high schools, urban, suburban and rural, where we had teachers, some of which might be teaching financial education class coming up, provided facilitation for students to prepare their own return. The students in the pilot last year received between \$95 and \$1246 just in withholding. WE started a new pilot with PCC and PSU if we get the new funding that the advocates are asking for to help small businesses.

Lane Thompson, DCBS, updated the team on bills they are keeping their eyes on, medical debt leaving off credit reports, a few about student loans, and HB 2719 which proposes an income share agreement type product for public universities in Oregon.

Agenda Item 5 – Member survey

Treasurer Steiner said Treasury will prepare a short survey to send to the advisory team. This survey should arrive in the next few weeks. The motivation is severalfold. She is interested how the Team can best move the conversation forward about financial wellness in Oregon, impressions of the current format and goals, and also how to ensure meetings are a valuable use of time for participants.

Agenda Item 6 – Public comment

No public comment was offered.

Adjournment

Treasurer Steiner adjourned the meeting at 3:30 p.m.