Framing the Conversation:

1. Augment and amplify
Framing the Conversation:

2. Improve visibility
Framing the Conversation:

3. Be accessible to all
Framing the Conversation:

4. Leverage partnerships
5. Help advance public policy
Framing the Conversation:

6. Highlight Treasury empowerment programs
Framing the Conversation:

1. Augment and amplify existing efforts.
2. Improve visibility to enhance public understanding.
3. Be accessible to all Oregonians via inclusive strategies.
4. Leverage partnerships to expand reach and maximize resources.
5. Help advance public policy efforts in Oregon and nationally.

7. Set benchmarks

Created by Andreas Vögele from Noun Project
What are other states doing?

- Permanent Commission
- Treasurer Annual Awards
- Financial Lit Trust Fund
- Public Private Partnership
- Treasurer is FinLit Official
- “My Financial Life” Site
Questions for the Team

- Remember, equity is an imperative.
  1. Treasury financial education priorities?
  2. Public policy options?
  3. Emergency Savings strategy?
  4. Public outreach?
  5. Focused audience(s)?
  6. Central online clearinghouse?
  7. Where do we start?