

# KANSAS



MoneySmart camp in Wichita, October 2010

## 2010 Statistics

- ▶ **280,000** members had access to debt management and credit report counseling/ advice through their credit unions
- ▶ **16** in-school branches with **\$743,000** on deposit provided on-the-job training experiences for **89** student workers
- ▶ **164** classroom presentations were made to **5,509** youth at Kansas schools
- ▶ **27** seminars/workshops were held for **515** adult consumers
- ▶ **19** experiential learning events provided real-world financial simulations to **675** young people in a safe and controlled environment
- ▶ Credit unions provided financial education/ counseling subject matter designed exclusively for **12** different market segments
- ▶ **101,000** members had access to financial education/counseling programs that address at least two-thirds of the 2010 draft Core Competencies developed by the U.S. Treasury Department's Financial Literacy and Education Commission through their credit unions

Statistics and information are gleaned from the 2011 Credit Union Member Financial Education Inventory. Responding credit unions represent 313,680 (51%) of the 612,226 credit union memberships in Kansas. Two in every ten Kansas consumers are credit union members served by 102 credit unions.

## In the Spotlight

The Kansas Credit Union Association congratulates 2010 member financial education award-winners:

- ▶ **MidAmerican Credit Union** in Wichita won the state Desjardins Youth Financial Education Award
- ▶ **Credit Union of America** in Wichita won the Good Apple award from Wichita School District 259 for its student-run branch and financial education programming for student members, workers, and the student population at-large

Kansas credit unions have always recognized the importance of financial literacy—both for their members and in their communities. From offering individual financial literacy counseling to members to presenting programs at local schools, Kansas credit unions today are engaged on multiple levels and with multiple partners to increase financial capability. In 2010, Kansas credit unions continued to strengthen and grow two financial literacy programs for youth—MoneySmart Financial Management Camps and in-school credit union branches.

MoneySmart is a one-day financial management camp created specifically for middle school students through a partnership between the Kansas State Treasurer's Office and the Kansas Credit Union Association. 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. Launched in 2004 and presented by credit unions and chapters, MoneySmart camps have reached more than 2,230 youth in Kansas.

Kansas credit unions also 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. In 2010, these branches assisted 5,419 students to become educated consumers who will make responsible financial decisions in the future.

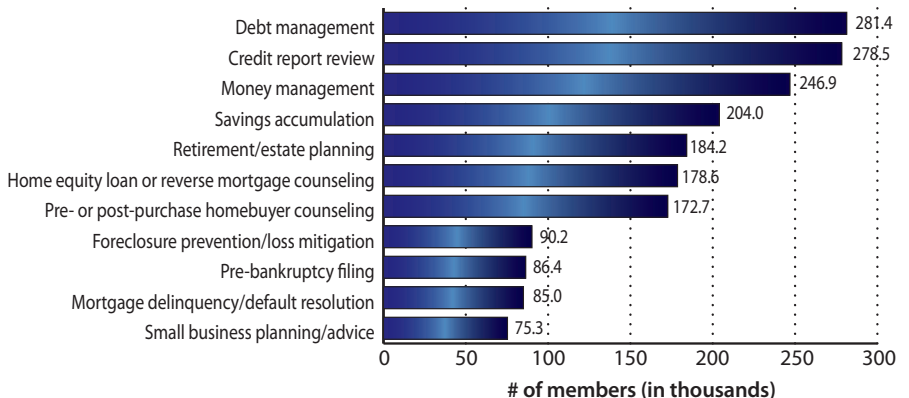
Credit unions with in-school branches provided 89 students with leadership and real world experiences by enabling them to work as managers, tellers and marketing specialists under supervision of the sponsoring credit union's staff. In most cases, prospective credit union student workers must apply and be interviewed by the credit union to get the job. A number of student workers have moved on to take positions at the sponsoring credit unions.

Kansas credit unions offer financial education/counseling designed exclusively for 12 different market segments including preschoolers, small business owners, and homeowners. Many credit unions focus on providing exclusive content for elementary school, middle school, and high school students.

As more companies, organizations and school districts realize the importance of financial literacy, Kansas credit unions will continue to be a resource and leader in providing financial education to consumers.

### Credit Union Members With Access to Financial Counseling (by topic)

One in every ten consumers and nearly half of all credit union members have access to debt management counseling and a credit report review through a Kansas credit union.



Base is Kansas credit unions (representing 51% of all credit union memberships in Kansas)  
Source: 2011 Credit Union Member Financial Education Inventory published by NCUA's REAL Solutions™ Program



KANSAS CREDIT UNION ASSOCIATION

