**Workforce 3One**

**Transcript of Webinar**

**Financial Capability and Youth Employment Programs: Pilot with Consumer Financial Protection Bureau (CFPB) and National League of Cities (NLC)**

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*Transcript by*

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ERIC BELLINO: And to kick things off I'll turn it over to Jen Kemp.

JENNIFER KEMP: Good morning or afternoon, depending on where you are. Thank you for joining us for today's webinar on financial capability or financial literacy; it all kind of depends on where you're coming from.

So that gets to our first polling question. And we want to know who is joining us? It looks like a lot of workforce professionals, youth service providers, some workforce board members. So we're glad that you're all here and we look forward to others joining us.

Also, if you find this information particularly useful, we encourage you to have your colleagues go back and look at it. This will be archived for others to listen to in the future.

So on the first slide, we did want to know a little bit about – we do want to go through. We want to make this as engaging as we can. We want to – during these conversations, we want you to know what to expect.

So we're going to talk a little bit about financial literacy/financial capability, but we're also going to be introducing the partnership in a financial literacy pilot that we hope many of you will take advantage of. And as we go through and through we're going to discuss the application, procedures and the criteria which we select participants for the pilot program. So hopefully that will be something that will appeal to you all.

Real quickly, the agenda. In a moment we're going to be introducing the partners. We'll do a quick overview of why this is relevant to the WIOA youth formula programs. We're going to talk briefly about promising practices for youth and financial literacy. We're going to have an opportunity to share the – share what's going on. And then, as referenced earlier, we're going to answer your questions, to the extent that we can. So we look forward to an interactive hour with you.

So on the next slide, now you know what I look like. I am Jennifer Kemp. I am the unit chief within ETA's Office of Workforce Investment. I focus on youth policy and performance. And I am very passionate about financial literacy and the information that folks can learn at a young age and how that prepare them for a lifetime of success.

I am joined by three experts in this area, which I am not. Desmond Brown, who will be talking in just a moment, he is with the Consumer Financial Protection Bureau. Anthony Santiago, who is with our partner organization National League of Cities. And Olivia Calderon, who is with CFPB as well.

So with that I'm going to go ahead and turn this over to Desmond.

DESMOND BROWN: Thank you, Jennifer. It's a pleasure to be with you this afternoon. And good afternoon everyone around the country. Thank you for the opportunity to speak with you this afternoon.

I'm going to take a moment to talk a little bit about the Consumer Financial Protection Bureau and then I'll turn things over to my colleague Anthony Santiago from the National League of Cities.

The Consumer Financial Protection Bureau was created by the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010. The mission of the CFPB, as we are commonly called,

is to help consumer finance market work for – work by making rules effective and by consistently and fairly enforcing those rules.

Congress established the CFPB to protect consumers by creating federal consumer laws. And we do a host of things and we have a number of tools. And so to be brief, I'm just going to go through a couple of the things that we do in the office of Financial Empowerment and across the bureau.

First, we promote financial education. We write rules, supervise companies and enforce federal consumer financial protection laws. But we also take complaints. And we'll talk a little bit about the importance of the complaint function later on in the presentation. And also, we do a great bit of research in consumer behavior. We monitor the financial marketplace, primarily to see what types of new emerging practices are taking place and to figure out ways to help consumers.

The CFPB, as I mentioned before, is a relatively new federal agency. And so we really engage in partners across a wide spectrum to figure out how we can implement the different things that Congress asks us to do. And so this is one of those projects that we're really excited to participate on and we'll come back in a little bit and talk more about that project.

For now I want to turn things over to my colleague Anthony to talk a little bit about NLC and their involvement in this project.

ANTHONY SANTIAGO: Hi, everyone. Again, to echo my colleague, thanks for your time today. Our interest in this space really is built out of our efforts behind our family economic success portfolio within a division of NLC.

NLC, as you know, is a nationalwide (sic) organization, works with cities, towns all throughout the country. But within NLC we have the Institute for Youth, Education, and Families. And so we have a particular focus in helping increase capacity among young adults in the financial education/financial capability field. So we are happy to be a partner on this project and we look forward to helping further municipal leadership in this space.

And that's all I have for now. I'm going to pass it off to our partner in this project from DOL, Jennifer Kemp.

MS. KEMP: Great. And so thank you, Anthony, and thank you, Desmond. Again, we're thrilled to be working on this project with two leaders coming from different sectors, which is something that we are hope that the local areas will also reflect as they implement WIOA.

Just real quickly, why might you care about this in light of WIOA? Knowing who is on the webinar, a lot of you are very familiar at this point probably with the major new changes to the youth portion of WIOA. But I'm jumping ahead, which I frequently do. And so before I get to that slide, let me talk about my Division of Youth Services.

So we – I am with the Division of Youth Services. We provide leadership related to youth employment. There's several programs that fall within the division I work in, including YouthBuild, some of our re-integration ex-offender programs, and the WIOA youth formula programs, as well as the Youth Career Connect grants.

We provide leadership within ETA related to youth programs as well as the Youth Career Connect grants. We provide technical assistance and guidance to the field. And so this is one aspect of our technical assistance and guidance. And so as you can see, we do also administrate the WIA program, which will soon be the WIOA program.

So with that, we are going to talk a little bit about WIOA. Because I've been living and breathing this, I automatically jump to that whenever I talk. And so we've got the 75 percent out-of-school youth requirement, which is new in WIOA.

And then we also at the bottom have the new emphasis on the 20 percent work experience requirement. And as you can see, the definition of work experience has changed slightly from WIA. We now focus on not just summer jobs and internships, but also pre-apprentice, on-the-job training; and then some other experiences related to work are low-cost, like job shadowing and items like that.

In the middle you have our five new program elements. I have only circled the one that this is most relevant to and that's financial literacy. And so throughout the webinar you're going to probably hear "financial literacy" and "financial capability" used interchangeably. Our interest is in helping youth become financially independent as they grow. And we also think that this will help their families, as frequently youth teach adults as they go through processes.

Again, a reminder that we do have a chat feature open and available. So as we're talking if you have questions that pop to mind, please enter them in the chat feature and we'll address them at the end of our time with you.

Moving to the next slide, we have a question for you – a polling question. We want to get a sense of how comfortable your staff is in delivering financial capability services and doing the – (inaudible) – right now. So we're seeing that some feel like, what's that? Financial capabilities? Don't know. And then some of you are – actually, most of you are right in the middle. And a few feel confident in this area.

And that's, frankly, what we anticipated would happen and that's one of the reasons why we were so excited to bring you this pilot because I think it will give us an opportunity to connect with outside resources and outside experts who can help move all of our system to an area where they feel comfortable with this concept.

So with that I am going to go to the next slide.

So WIOA and financial literacy or financial capability. We are thinking of it – and this is reflected in what's in the legislation – as creating household budgets, saving plans and the ability to make informed decisions that impact your lives. We want to help youth develop skills to manage spending, credit and debt. We want to increase awareness of the significance of the credit reports and credit scores, particularly as it impacts a person's ability to get hired or continue within their career.

We want people to be able to understand when they get a brochure in the mail that talks about interest rates, what that really means. And we want to also work to address the needs of financial literacy needs of people who are not native English speakers. We know that we have a large population enrolled in our program for whom English is a second language and we also want to help those folks understand the current system in the United States around banking.

So with that as a very brief background, I'm going to turn it over to Desmond, who is going to talk more about our collaboration.

MR. BROWN: Thank you, Jennifer. At the CFPB we're really excited about this partnership as part of the way that they believe and we believe we are able to help young people become more prepared as they go through the workforce and not only get a job, keep a job, but also manage their income and manage their finances.

And at the National League of Cities conference back on March 10th, Secretary Perez announced this collaboration as part of his presentation to the National League. And so what I'm going to do now is go into some specifics about what we are planning to offer to partners at the local level.

So the Department of Labor, CFPB and NCL are working together to help local municipalities and workforce boards and organizations that are serving young workers to build in financial capability and financial literacy programs into their – into the youth employment program.

We are planning to pilot this as a demonstration over the next year to 18 months. We want to work with up to 25 municipalities and we're hoping that many of you on the call today will express an interest in this collaboration. We will work with leaders to really figure out what are some of the challenges and opportunities to integrate these (youth ?) services into their existing year-round youth employment programs.

And part of the collaboration, why we're so excited to work with NLC in this project, is because they have a large opportunity to work with mayors and councilmembers in large and small municipalities around the country. And so we're working with organizations like NLC to get the word out and get the interest up and get a lot of people who might be interested in doing this work to join us.

As Jennifer mentioned, throughout the presentation we've been using the term "financial capability." And from the previous poll question, we know that this is a term that some folks are familiar with but some are not. And so we wanted to just get everybody on the same page to make sure that everyone understands exactly what we're talking about when we use the term.

Basically, financial capability is the capacity based on knowledge, skills and access to manage one's financial resources effectively. Basically, at the basic level it is putting what you learn into practice and make decisions that are in your best interest. And so if you learn how to manage a bank account or a checking account or a prepaid card account in a classroom, but you don't have those instruments to use and to practice, then that information will go away shortly. And so we want to create opportunities where you can learn, put things into practice and develop the habits that will last for a lifetime.

So here, over the last several months – year-and-a-half or so – the CFPB has been doing a lot of work around youth employment programs and financial capability. And we've been trying to figure out what are some best practices, what are some things that are working that these programs should have in place? And as we celebrate financial capability month this April, I think these are some things that we are encouraging both our partners who will participate in the pilot to embrace, but also organizations that are thinking about developing programs for their young workers.

First of all, what we've learned from our meetings, research and convenings is that the profile – a financial capability program for youth must be tailored. The financial education must be specific to that young audience. We do not want to talk about things that are outside the scope of where a young person might be, if you're trying to get them to embrace these concepts.

We want to find products, like I mentioned before, that meet the unique needs of young people, products that are affordable, products that meet their needs based on their current life circumstances.

It is also important that financial education work is delivered in a way that is relevant, that is timely, that young people can put the things that they're learning into practice. If you're working with a 16-year-old who might be in a summer employment program, you want to talk to them about ways that they can use their first paycheck or so to build up a savings plan or buy things that a young person might really want. And so encourage them to save around things that are relevant to them in their time and their age range.

And finally, one of the things that we know is critical to do an effective youth employment and financial capability program is to have financial institution partners and other partners within your community who can provide financial education services but might also be able to provide financial products that would meet the needs of these young workers.

With that said, we're going to ask a poll question and we hope that you take a moment to answer this question for us. Which of these ideas excites you the most? And if you could take a moment to – (chuckles). I see folks are really focusing on the delivery mechanism, the time that you provide service and tailoring the financial education; those seem to be two of the answers that are most exciting to folks.

As you continue to fill this out, one of the things that we really want to do with these communities that we work with is to identify areas where we can actually integrate these types of strategies into their programs, so that they can have some success to help those young people who are getting a job for the first time learn how to manage their money and move on to have stronger economic lives.

I'll move on to the next slide.

So, many of you are on the call today because you want to really find out what exactly are you guys talking about when you say you're going to help us with financial education and financial capability technical assistance? And I'm going to talk this time to read this slide because this is really one of the most important slides on the deck. And I want to make sure that if you have any questions as I'm reading through this, you can send those questions into us and we'll try to answer them during the Q&A period at the end of the call.

So we want to offer tools to local organizations so that they can provide the types of financial education that I was mentioning a few minutes ago. We'll provide training on youth-specific financial capability strategies to municipal officials and their staff, and the workforce systems, of course.

We plan to convene the sites that we're working with around the country to share promising practices. We know that there's a lot of learning happening out there in communities. And so if you can bring communities together or partners together, some will be in different places. Some will know a lot about this work and some will be starting, and so we want to be able to share those ideas across the different experience levels of our partners, which we think is a really important part of this work.

We also – the CFPB, since we've been in place over the last three-and-a-half years, we've been developing a host of tools around financial decision making, tips about how to avoid abusive financial practices, and basic consumer financial protection tools that we feel the general public can use, but young workers could really use. And so we want to share those tips and tools with our partners and also raise awareness around the consumer response system which we've developed.

The consumer response system is a new system that the CFPB has which consumers can call in and submit a complaint on a host of financial products. We've answered over 500,000 questions since we've been – since this process has been in place. And so we want to encourage more people to use that system so that we can help them address any kind of financial challenges that they might be facing.

And then finally, in terms of the technical assistance, we really want to help our pilot sites to promote and develop best practices so that we can share those things with the broader workforce community, and work with colleagues at Labor and our colleagues at NLC to share those broadly to the broader workforce system and municipal leaders around the country.

How do you get involved? Obviously we're excited that so many people from all across the country have joined us on the webinar today. And we are encouraging you to send us a letter of interest if you are interested in working with us and doing the things that I just outlined.

When you do send your letter of interest in, please take these things into consideration. We are hoping that you will explain to us the population that you're serving in year-round employment. Talk specifically about the youth population that's in your community; how many youth you're serving, the age range, demographic information on the youth that you're serving.

We also want to work with communities that are committed to building in financial capability and financial education into their youth employment programs and having that be a part of the way they do business going forward.

Staff capacity. We know that this is a challenge for a lot of local organizations with limited resources. But we also feel that it's important that we have someone who can help us coordinate monthly calls, coordinate the technical assistance that we are providing; and then give us feedback about things that are working, things that as we train local partners, how is that training working as you try to – as you work to train others in your network. So it's important for us to have a contact that we can coordinate with and that person can help facilitate with us on the local partner.

Another piece of the submission criteria that we're asking you to tell us about is, give us your experience working with other local partners, whether that be faith-based organizations, non-profit organizations, academic institutions, financial partners. Let us know how those partners will play a role in your collaboration with us. Because at the end of the day, it's important for us to have a strong network in the local level that can help us and you build on the types of financial education and financial capability that we are hoping these young workers will have.

The last point, how will you engage youth workers? Do you have accessibility, do you have a plan in place to go out and engage them and reach them so that they can come into your facility or your partners' or job training, but also to get the financial education that we're offering.

And then finally, if you can demonstrate the need in your community, whether it's a high level of low-income families, high level of youth within the 14- to 24-year-old age range that are below the federal poverty level or unbanked.

So we are hopeful that folks will capture the submission criteria in a pithy way and short way and get us as much information as they can so that we can put that into consideration as we make the selection.

Now we have another polling question Jen is going to ask.

MS. KEMP: Yeah. Sorry. I want to jump in because outside – (inaudible) – be able to see some of the questions that are being entered into the chat. So we know that a few of you have joined us a little bit late and so let me explain a little bit about what we are actually talking about here.

This is an opportunity for up to 25 areas to have the chance to have additional technical assistance around financial capability or financial literacy, as you think of it, within the workforce system. There is no money involved in this, so there is not a typical Department of Labor RFP. We are doing this in conjunction with CFPB and NLC and they are really leading the effort in terms of looking at who's interested in receiving this additional technical assistance.

The plan for this is that 25 locations will be selected based on the criteria that Desmond just walked through. But there is not a standard SGA or a – (inaudible) – that you will be responding to. So you will be sending a letter – and there will be a link to the address at which you need to email it – that outlines how you see your community or the youth that you work with within those submission criteria.

The applications, which are more like letters of interest I think, are due April 20th. And so it's definitely not your typical government DOL proposal process. It's much more fun, if you will. So we hope that folks will take advantage of the funness of this and the novelty of this.

And in terms of a long-term goal, WIOA gave you five additional program (outlets ?) and we recognize it didn't necessarily give you additional funding. So at the national office we are trying to develop technical assistance in ways that are a little bit creative and so that's the partnership. The 25 sites that have been selected to participate in this opportunity, then what we learn from those sites, the practices that seem to resonate with the youth that they're working with, the partnerships that develop between our sites and local areas, all that information will be shared.

And we hope to share it with our (two ?) channels. Not only will we share it with our WIOA-funded programs as well as our competitive programs, but our partners will also be sharing this information with their stakeholders. And the hope is that with this information coming to the stakeholders from three different entities, it will create an opportunity for partnerships to also happen at the local area.

So I realize this is a little bit unusual. And I hope that those of you who like different are going to enjoy playing with us with that.

And so with that I'm going to turn it over to Olivia. And again, we are looking at the chat for questions. So if the information I just presented gives you many more questions, please let us here know.

MR. BROWN: Excellent. Olivia?

OLIVIA CALDERON: Thank you, Jennifer. Again, my name is Olivia Calderon with the CFPB and I'm just so excited to be joining you all today.

I'm going to focus my remarks responding to key questions that we have been fielding since making this exciting opportunity public. And I will also highlight additional resources that you may find helpful when drafting your statements of interest.

So the first question is, how can – next slide – how can a municipality express an interest in participating? The deadline again to submit your letters of interest is Monday, April the 20th. And all letters of interest must be submitted online to the CFPB Office of Financial Empowerment. The address there is empowerment@consumerfinance.gov.

There is no required format or length for letters of interest. We just ask that you respond and cover the six areas described in the submission criteria that Desmond alluded to earlier. This again includes: target population, commitment to youth financial capability, staff capacity, organizational stability, client accessibility, and demonstrated need.

Next slide.

What do we mean by technical assistance? Throughout the year we will provide targeted guidance to help selected municipalities develop a personalized plan for embedding financial capability across their youth employment programs. And we will train dedicated staff at the local level to help them develop the skills and the confidence to deliver youth financial capability strategies.

And what we mean by this, for example, is we will provide municipalities with financial education curriculum, resource guides and tip sheets on how to help youth learn how to save, how to budget, how to identify appropriate financial products and services, how to access their free credit report, how to complete a FAFSA application, and how to steer clear of defective financial products and services. And we'll regularly convene selected communities so that they can share and that they can learn from one another throughout the year. And we'll continue to share the CFPB tools and resources that was mentioned earlier.

Next slide.

When will we notify communities? We are going to announce selected communities on May 29th. So within a month of the deadline that we're asking for you to submit applications, we'll make the announcement of who's been selected.

Is there an evaluation component? Yes, there is an evaluation component. Because our goal in providing technical assistance is to better understand the most effective ways to integrated financial capability in year-round youth employment programs. And for this reason, we'll work with selected municipalities to measure how many youth adopted positive financial habits as a result of receiving financial education and guidance.

It is our objective here to identify successful models that help to inform the broader workforce development field on how to fully integrate financial capability across all youth employment programs.

How will cities learn from one another? We recognize that the best way for leaders across the country that are committed to youth financial capability and embedding these strategies into their year-round youth employment programs is to meet one another, hear from one another and develop those relationships.

And so we will convene selected municipalities on calls and in-person gatherings so that you can share what your challenges are, what the opportunities are, and that through this learning community we're able to identify those successful models that you are implementing as you receive the technical assistance.

And finally, there are many places where you can access free resources. There's the Departments of Labor and Education, the Consumer Financial Protection Bureau, the FDIC and the National League of Cities. The websites are there, the links are there, and I encourage you to take advantage of these resources as you're putting together your statement of interest.

And we're excited and look forward to receiving a mix of letters of interest. Our vision here is that we create a community of large and small, rural, urban and suburban municipalities that can come together where we can learn from one another, so that through this experience we're then able to help you across the country in a bigger and more powerful way.

MS. KEMP: Thank you, Olivia. And so while you guys are processing what you've heard out in the field, we also have two more polling questions for you. So we're going to pull those up right now and then we're going to get to your questions.

So the next polling question will be up momentarily. And while we're bringing that up, we would like you to go ahead and think about what questions you have and we will answer them in just a moment.

The first question that we wanted to find out about from you all is to get a sense of who's on the phone in terms of how big your employment programs are. So we have a question here that says, "How many youth are served in your youth employment programs year-round?" Actually, every year is the technical language. Not year-round, but every year. So we can get a sense of the size of organizations that are on the phone. (Pause.)

So we're seeing that we have actually pretty much even split between programs with less 100 participants and programs with between 100 and 1,000. We have a few larger cities on the phone as well. That's great.

And then the next question we wanted to ask is what age ranges are you serving within your programs? So we're going to pull that over too. (Pause.)

So you have options on this. You can actually – on this question you can choose more than one. So are you working with younger youth, 14 to 16? Middle youth, 16 to 18? Or the older youth, 18 to 24? But of course, if you're working with that range, you can put down more than one. That gives us a sense of who is interested in this opportunity and what type of youth you all are working with.

So we're excited about what we see. Olivia is back there going, that's great, that's great. So we are very excited about what we are seeing.

So I am going to try to walk us through the questions that we've received. And maybe we can just scroll up to the beginning of the questions; we'll kind of go through this.

So the first question is one that I – someone asked what the definition of not attending any school is. So this conversation is focused in WIOA related to the new program elements, financial literacy and the technical assistance we can provide around that. The notice of proposed rulemaking will be out very soon and that will address that question.

In addition, if you haven't already seen the new guidance our office put out last week, the youth TEGL, and you're with the workforce development system, you can look at that as well. We will have a recording of that coming out next week for those of you who want more – who are verbal learners and just don't feel like reading the 17 pages of guidance.

So the next question is, is this set for a particular population? As Olivia just mentioned, anyone can apply. If you're an urban area, a rural area, if you are a member of NLC or not, this is opened to anyone. I'm looking at my partners to see if they have anything additional they would like to add.

MR. BROWN: Thanks, Jen. I think the important thing for us is to get a really strong mix of communities from different size areas so that we can help those communities develop best practices based on whether you're serving a hundred young people or 10,000. It would be great to have such a wide mix in this cohort of 25 so that they can share and we can then share it with the broader system.

MS. CALDERON: Right.

MS. KEMP: Great. And so we have another question that relates back to the program elements. And my colleagues have the benefit of looking at grouping, but I'm just going in order because that's all my – (inaudible) – can do right now. And the next question relates more generally to WIA and WIOA. And it says, "Are the new elements the same as the WIA elements only provided as needed?" And again we refer you to the NPRM as well as the youth guidance that just came out.

In terms of program design, we do envision that this will be similar to what was under WIA in that the services the youth receives should reflect with what they need to succeed.

So the next question we have is related, actually. It says, "Is it required that each youth receive financial planning information?" So I would love to say yes. But we actually think that everyone would benefit from financial literacy information. But again, it should reflect back to what is in the youth (ISS ?).

MS. CALDERON: I will also add that – again, I think this also goes to the evaluation questions that we've been fielding, if there's going to be an evaluation component. And again, the CFPB, we're committed to the success of every community that applies for this technical assistance, and to the success of their youth. And so we will work with municipal partners to help them develop outcomes and – the financial outcomes and indicators of youth financial success. So we'll be working with municipalities to develop this as they're going along receiving the technical assistance.

MS. KEMP: Thank you. You know what? I look at everything from the employment reports development lens, and there's always multiple lenses to look at and that's true. If someone's participating in this pilot, we are looking to help all youth who are part of the pilot receive these services.

And actually, further down – I actually am not going in order – there is a question about what is WIA? And so let me answer that one. It's number 24. And WIA stands for the Workforce Investment Act, which is a law that will be sunsetting in June 30th, 2015. The new law is the Workforce Innovation and Opportunity Act.

And so when we did the polling in the beginning, we realized that many of you who are on this call are from the workforce development system and would be familiar with these acronyms. But shame on me; that's not obviously the case. So it's the Workforce Investment Act.

And again, I just want to reiterate that you do not have to be – when you apply for this opportunity you do not have to be coming from a workforce perspective. Any partners who are interested in financial literacy or capability for youth are welcome to be the applicants. But we do want to see partnerships in play for the bulk of the applications.

MR. BROWN: Right. Excellent. The next question asked about available financial education curriculum for youth. What we are planning to do for this cohort of up to 25 communities is to work with them and to modify current and existing curricula that's out there, to meet the unique needs of each of these communities that we're going to partner with.

And also, one of the reasons why we asked the question about the population and age range of the young people that you're working with, we know that if you're serving a youth who's 14 in an employment program, the financial education that you will provide for them is different than if you're working with a youth who is 19, 20, or 21. And so we will develop a specific curriculum to meet those needs of those community partners.

MS. KEMP: And then next Olivia is going to answer a question about what needs to be included in the letter of interest that is due on April 20th. And we've talked about this a little bit before. I mean, do we have a link in the presentation?

MS. CALDERON: We have a link to – can we link actually to the submission criteria that is posted on the CFPB's website? You can there see the – again, there – I had mentioned earlier there's no format that we're looking for, but we do want you to cover in your letters of interest the six submission criteria that we elaborated on earlier. And we are going to link to –

MR. BROWN: Maybe we should just read through those again so that folks on the call will hear them.

So again, we want you to make sure you cover the target population that you serve, talk about your commitment to financial capability and how you would integrate financial capability services into your program, outline your staff capacity. And what we mean by this is someone who can liaison with us and our partners, can help us coordinate activities, training activities at the local level, and then give us feedback on the services that are being provided to the youth workers.

Additionally, we want you to talk about your organizational capacity and your partners. This is very important. Demonstrate – if you are a municipality that's applying, who are the non-profit partners and financial institution partners that you can bring to the table? And if you are a non-profit organization that's going to lead this because you have a contract with the workforce board, you let us know who are your partners that you're going to be leveraging from the municipal side and from the financial institution side.

And then how will you engage youth in the 14 to 24 age range? How do you bring them in? How do you get them into job training and how will you plan to provide the financial education?

The last thing that we have here is demonstrated need. And I think this is fairly easy. You could talk about what are some of the unique needs of your community in terms of the populations that you serve in, whether or not they're low-income, are they unbanked, those types of things.

And we feel like these six things will give us a good, robust set of conversations that we can have as a team and then identify the communities that best hit upon these things in their letters of interest.

MS. KEMP: Thanks. So the next question is, "Are you looking for municipalities that don't have a program for youth financial capability currently?" And the answer to that is we're looking for a variety of folks in a variety of development stages. So we would certainly like to see some folks who are just really starting their – (inaudible) – financial capability or financial literacy for the first time. And then we expect we will also get applications from folks who have been doing this for a while.

We really want to have an opportunity to create a learning community, a learning community across the sites that are part of this pilot as well as a learning community that we can share after the conclusion of the pilot. So this is really an opportunity around that.

And then there's another question that comes up that says, "Will local areas have the full discretion in implementing financial literacy training?" So under this pilot there will be a lot of discretion as to what can be done. And that's where you will get to tell us what your thoughts are in the letter of interest that you submit.

Under WIOA there will be some further information related to financial literacy that will be out in the NPRM.

Right now we are preparing – in just a moment we will give you the address of where you can go to the – (inaudible) – I believe, so you can see more of this in writing. And so as we're preparing to do that –

MR. BELLINO: The PDF is actually located in the file share window and you can download it straight from the Adobe Connect room. Or you can find it on the Workforce3One site where you registered for this webinar.

MS. KEMP: Thanks. And so again, if you have questions about how to get to that link while we're talking, please put those into the chat feature so we can help facilitate that.

All right. So moving back to the next question. There's a question about all the information related to WIOA and the My Brother's Keeper initiative is – (inaudible) – addressing job skill building and access to employment. This person is seeing lots about financial literacy.

So I'm laughing because I don't know how many of you out in the world who are working with WIOA implementation, so everything is just like a speeding train. And so I think as to this point you're correct. Much of what we've been seeing relates to just the beginning of how we're going to implement this.

And certainly My Brother's Keeper, which is an initiative that folks are not familiar with, they can certainly go to the White House website and get a lot more information. A report just came out last week, as well as some videos, talking about what that initiative is. It's not to be found on WIOA website. I think as you get further along in your technical assistance, you'll see more about the new program elements, which includes financial literacy and entrepreneurial skills training and other great stuff.

So year-round employment is the next question. And so for the purposes of this demonstration technical assistance effort, year-round employment is very broad. We are looking at people who are at locations, municipalities, rural, urban, whatever size, who are focused on getting youth into jobs that pay. Ideally, we believe that youth who work for extended periods of time will have more capital to save. But for the purposes, again, the opportunity is very broadly defined.

And so the next question – and again, there is a lot of question around, must a municipality be the applicant, is one of the questions. Again, no.

MR. BROWN: So we want to make sure that the partners that are at the table have a strong connection to their local municipalities, strong connection to the local workforce boards. And so if it is not a municipality that's applying, then it needs to be a really strong partner in the municipality and demonstrated in the letter of interest how you will work with that municipality.

Ideally, we would like to have someone from the workforce board, someone from the municipality, and then their partners listed in the letter about who they're going to work with around their community.

And let me explain real quickly why this is important. It's important because at the end of the day the workforce board will be responsible for their reports back to Department of Labor. And we want to share all of this information back with the broader workforce system. And so if it's a non-profit organization that is applying that's just a private non-profit, we want to make sure that there's partnerships going on that can help us identify best practices.

MS. KEMP: And let me weigh in. We know that certainly most of the youth-serving organizations on this call are probably non-profits who are funded by the Department of Labor or perhaps the workforce development board. So again, a youth-serving organization that is a non-profit is certainly – could apply. But to Desmond's perspective and point, we need to see a commitment from the city or the municipality.

And not being – so it's so fascinating is all these different languages spoken. And so I'm thinking, well, how do you define municipality? And so I think we're really looking for a commitment that shows that not just one person or one organization or one part of the city is interested in this. But we wanted to see more of a systemic approach that is going to happen in the local area.

MS. CALDERON: That's exactly right, Jen. And the only thing I would add to that is when putting together your letters of interest, there's a section on cross-sectoral collaboration. And that's really an opportunity for you to elaborate on the partnerships that you have there in your communities, whether it's a city or whether it's a county.

Again, what we want to see is a real diverse mix of municipal leaders that are coming together, that understand what a key opportunity this is to be able to receive this assistance and provide it to their young people. And so there it could very well be who are those points of contact that you have been working with that are committed to this?

Whether it's that point of contact in the mayor's office; that point of contact in the workforce investment board; that point of contact that you've been working with when delivering – if you have been delivering – the financial education with financial institutions and so forth; and that key point of contact in your community that's going to be dedicated; that staffer who's going to be working with us to make sure that all of our technical assistance is well-coordinated and disseminated and delivered.

MS. KEMP: So there is a question that we had that relates – (inaudible) – is something along the ways – (inaudible) – "If no local official is on the call, how should they be approached to consider participation?" And that is a great question, I think, and exactly the type of thinking we would like to see happening in the local areas around this.

I don't know if you guys want to respond.

MR. SANTIAGO: I can jump in on that one, Jennifer. This is Anthony from NLC. Out of our work with our family economic success portfolio, we have – just about a decade of experience working with local elected in this area.

And so I would say my email is on the slide and if anyone wanted to shoot me either a direct email or reach out, I'm happy to spend some time talking about how this leadership has manifested in the past and maybe give some ideas in terms of approach to your local elected.

We are participating in this partnership because we think there's a critical space and need that can be filled with local electeds and initiatives like these. So yeah.

MS. KEMP: Great. And thank you very much for – that's perfect, Anthony. Thank you.

Again, there is no financial support, per se, associated with this. But there will be support and the support will come in the form of technical assistance. The technical assistance will relate to the curriculum, it will relate to helping make connections that are needed at the local area, it will relate to the opportunity to get together with other locations that are partnering within this opportunity. So no financial support, per se.

OK. So there's a question that we're moving over. It says, "We're a regional non-profit. It sounds like we cannot apply for this – (inaudible). Is that correct?" Again, I don't know that that's correct. I hope that you've learned maybe how you could fit in with this as we've talked.

And Olivia, you –

MS. CALDERON: Yeah. I think that that again speaks to a previous question and a question that's right after that, which is, "Do letters of interest have to come from local workforce development boards, from a public agency?" And again, it's – or a non-profit.

Again, what we're looking for is cross-sectoral collaboration. We want there to be leadership in your community that's bought into this. And so policymakers, whether it's in the office of the mayor, whether it's at the workforce investment board, the youth council can submit letters. We are really looking for you to show us that there is this commitment and a capacity to fully embed this and continue this work after the technical assistance has been provided.

And so we are seeking letters of interest from both cities, from counties; the letters can come from workforce investment boards; and the letters can also – if it is a Youth Source Center, for instance, or a non-profit that's been delivering youth employment programs that – if it's a joint letter of interest, that's also something that we're very much looking for are these joint letters of interest.

MS. KEMP: So there is a question – we are getting close to the end of our time. We do want to be respectful of the time. But there are a couple more questions that are up there that I'm just going to answer really quickly.

The first is, "Will the agenda for the monthly meetings that this opportunity presents be driven by the participants?" And certainly they will be a part of those conversations and part of what we discuss at those meetings.

There's a question about, "Can this be carried out remotely so it's open to rural communities?" And the answer is yes. We are open to that.

"Can you provide more detail on how this interest will be evaluated?" We've gone through the evaluation criteria on the webinar and so those are the directions. That's how we will be evaluating the letters of interest.

There is no set age range in which you need to apply, although we are looking at youth. So we are defining youth between 14 and 24. So that would be the answer to that question.

And then there's also a question about the link where to apply. That is in the information that can be downloaded from the Workforce3One site. On my monitor it's over to the left-hand side.

MS. CALDERON: You can also go to consumerfinance.gov and that is CFPB's website. And there you will be able to also access the PDF that you can download here. And again, if you have any additional questions we ask that you direct those questions to empowerment@consumerfinance.gov.

MS. KEMP: And there are – there are just many more questions that unfortunately we are not going to have a chance to get to. But the training will come with the required materials that you need.

There is another question up here on does this relate to long-term investments like cars or homes? And yes, certainly; we want to encourage saving early.

And so we've given you – hopefully we've given you a taste, enough to whet your appetite. We do have one more polling question for you and that is to get your interest in if you are going to be applying for this or not. So hopefully our technical gurus can pull that question up. It was in the slide deck initially.

MR. BROWN: So as they bring that question up, I just want to make a last-minute plug to folks. If you have interest in this and you had a question that we didn't get to, we strongly encourage you to send us a letter of interest or send us an email with your specific question. Don't be shy about putting in an application because you have nothing to lose, really. And so if you can bring some of your partners together and send us a letter of interest, we will put that into consideration based on the criteria that we outlined.

MS. KEMP: Great. And so we appreciate particularly our partners from the National League of Cities and from CFPB for joining us. Again, we hope that this is a fun opportunity for you all to increase financial capability in your areas, be they rural or large. Thank you.

MR. BROWN: Thank you, Jennifer.

MS. CALDERON: Thank you.

MS. KEMP: And we turn back to our technical team.

(END)