



A periodic financial literacy update for state society and AICPA staff, Council members and volunteers.

Share the successes and news of our efforts—forward this newsletter to your members.

BEST PRACTICE: VSP WORKPLACE FINANCIAL LITERACY PROGRAM

This [video](#) highlights the workplace financial literacy program that VSP implemented to educate employees on important financial issues and to promote their overall health, wealth and happiness. Patricia Cochran, chief financial officer for VSP and the AICPA's Business & Industry Executive Committee Chair, and the company's CPAs choose the AICPA's 360 Degrees of Financial Literacy [turnkey resources](#) as the basis for this employee financial education program.

CALIFORNIA HOLDS A FINANCIAL LITERACY SUMMIT

The California Society is holding the California Financial Literacy Summit on April 23. The summit aims to connect people, organizations and communities with the goal of furthering personal finance education through resource sharing. Over 500 attendees, including community-based organizations, CPAs, educators, legislator, government agencies and local businesses are expected to attend. The event is sponsored by the AICPA and the California Jump\$tart Coalition, among other organizations. Please contact [John Larkin](#) for additional information.

LOUISIANA SPREADS FINANCIAL LITERACY TO CHILDREN

The Louisiana Society organized a "Money-Smarts Read-a-Thon" for Financial Literacy Month. The Read-a-Thon encourages CPAs, parents, grandparents and community members to visit local elementary classrooms and read to students about the basics of money. The LCPA provided a recommended reading list, courtesy of Oregon's State Treasurer's Office, and proposed that volunteers donate books to the their neighborhood school once they've read it to the class. Please contact [Ann Lupo](#) for further information.

NEW JERSEY HELPS STUDENTS BECOME FINANCIALLY WISE

The New Jersey Society will run a financial literacy seminar for high school students at a local TV station on April 29. Two hundred students from 10 different schools will participate and learn about budgeting, credit cards, accounting careers and social media etiquette. For additional information, please contact [Janice Amatucci](#).

TEXAS SHARES FINANCIAL TIPS WITH CONSUMERS

The Texas Society created a financial tip calendar for the month of April. Tips for each day range from teaching kids about money to budgeting. The calendar is available in hard and electronic copy. The TSCPA also is planning to publish survey results from Jump\$tart Coalition and other financial literacy news to send to members. Contact [Jennifer Nimmo](#) for further information.

VIRGINIA CELEBRATES FINANCIAL LITERACY MONTH

To remind Virginia citizens about the importance of financial literacy, Governor Timothy Kaine signed a proclamation on March 31 recognizing the month of April as Financial Literacy Month in the Commonwealth. The Virginia Society is holding a series of free financial literacy workshops for the public and developed a [Financial Literacy Month Media Kit](#) to highlight stories and seminars. The VSCPA also partnered with James Madison University to launch [LifeSkills](#), part of the Financial Fitness campaign, to educate college students on important skills essential to their future success. LifeSkills is a seven-week program that trains college juniors and seniors on financial and career skills needed for real life. For more information, contact [Shawnte Reynolds](#).

VIRGINIA JUMP\$TART NAMED STATE COALITION OF THE YEAR

The Virginia Jump\$tart Coalition for Personal Financial Literacy won the "2008 State Coalition of the Year" award from the national Jump\$tart Coalition. The award was presented to Tina Lambert, Virginia Jump\$tart Chair of the Board and Vice President of Member & Public Relations of the Virginia Society of CPAs, at a ceremony in Washington D.C. on April 9 honoring the financial literacy contributions of individuals, organizations and legislators across the nation. The VSCPA spearheaded the launch of Virginia Jump\$tart in 2004 to compliment its award-winning Financial Fitness initiative. For more information, visit www.vajumpstart.org or contact [Tina Lambert](#).

JANUARY HIGHLIGHTS FOR 360 DEGREES OF FINANCIAL LITERACY

During the month of January, the 360 Degrees of Financial Literacy campaign was mentioned in numerous media outlets including *The Fort-Worth Star-Telegram* and WHUR-FM Radio in Washington, DC. The 360 Web site has benefited from the campaign Web banners running this month. Placements on sites like NewYorkTimes.com, CNN.com and FoxBusinessNews.com helped contribute to a 153% increase in traffic from December 2007 to January. Top search phrases for the site included Refinancing Mortgage (#1), Social Security Survivor Benefits (#3) and Medicare (#5). The site averages 144,000 visits per month

JANUARY HIGHLIGHTS FOR FEED THE PIG

The Feed the Pig campaign continues to see growth in media coverage, Web site traffic and new subscribers. During the month of January, the campaign received 7.5 million media impressions from numerous local and regional publications, including *The Baltimore Sun* and the online versions of *The Kansas City Star*, *Modesto Bee* and *Mobile Press-Register*. The campaign's Web site, www.feedthepig.org, has seen a 222% increase in traffic from December 2007 to January 2008 and averages 100,000 visits per month. In addition, the effort gained 8,331 Weekly Tip subscribers, 7,859 podcast subscribers and roughly 100 MySpace approved friends this month, bringing the grand totals to 63,688 Weekly Tip subscribers, 29,663 podcast subscribers and 1,125 approved MySpace friends since the effort launched in October 2006.

RESULTS FROM THE FINANCIAL LITERACY EDUCATION COMMISSION'S CONFERENCE ON THE UNBANKED

The Financial Literacy Education Commission (FLEC) conducted four Regional Conferences in 2006 and 2007 to share strategies and best practices around banking the unbanked. [Click here](#) to read about the agendas, speakers, presentations and information presented at the conferences.

SUBMIT COMMENTS ON THE STATE OF AMERICANS' FINANCIAL LITERACY

The President's Advisory Council (PAC) on Financial Literacy convened its first meeting on February 13. The PAC is soliciting the public to comment on the state of financial literacy in the United States and proposed solutions to improve it. The comments must be submitted by May 23, 2008. Please [click here](#) for details and information on how to submit your comments.

[Click here](#) to view the Communications and Public Relations SharePoint Homepage.

Have something to share with other state societies? Email the document to Kerri Schaffer at kschaffer@aicpa.org or Melora Heavey at mheavey@aicpa.org.