

Outreach Committee Report Update on Three Projects Underway

Media Plan Development

The purpose of the media plan is to generate publicity for the initiatives recommended by the President's Council and its mission. The Outreach Committee members are currently working on drafting a media plan framework for consideration.

Public Listening Sessions

The Outreach Committee members are considering holding public listening sessions in three or four areas around the country between August and September. These listening sessions would provide a forum for the public to provide feedback on financial literacy to the Committee.

Public Comments

The Treasury Department received more than 150 letters in response to the request for public comments on the state of financial literacy issued on March 19, 2008. Comments were requested for the following five areas: youth financial literacy, financial education in the workplace, financial education in the workplace, financial access for underserved markets, financial literacy research, and outreach and awareness. Comment letters, which addressed these and other areas, were reviewed and summarized by the Outreach Committee. For more details about the public comments, please refer to the guide to public comments.