

2007 America Saves Week Cooperative Extension Pilot Participation

The nationwide Cooperative Extension System's new eXtension (pronounced ee-Extension), an electronic information and learning tool, will launch its personal finance site during America Saves Week. Savers can register at www.eXtension.org and click on personal finance. America Saves Week will be featured under community highlights.

Cooperative Extension Services in 22 states report plans to participate in the 2007 America Saves Week. This is sampling of pilot efforts and is not meant to be a comprehensive list. Of the 22 Extension Services reporting, 13 estimated reaching about 80,000 potential savers through workshops, roll your change events, piggy bank competitions, payroll stuffers, electronic messages, newsletters, and seminars at workplace and tax preparation sites. Six states reported plans to reach an additional 1.2 million potential savers through media. Twelve states expect to sign up a total of more than 2,000 low- to moderate-income savers. Following are some examples of Extension strategies designed to motivate financial action.

Alabama Cooperative Extension (Auburn University) – Youth age 7-17 in six rural counties will create and decorate piggy banks to show at pageants. The goal is to enroll 100 youth Savers. Partners are 4-H, Boards of Education, and local financial institutions. A Calhoun County Saves Day on the Jacksonville State University campus expects to enroll 100 college students and 25 faculty and staff as Savers through motivational workshops.

California Cooperative Extension (University of California, San Diego County) – Extension is one of 11 organizations participating in San Diego Saves Week. Each partner has a targeted outreach plan. Extension will target 18,500 county employees with payroll inserts and intranet messages at www.sandiegosaves.org.

Florida Cooperative Extension (University of Florida, Okaloosa County) – Extension expects to enroll 500 Savers via a comprehensive approach including a Piggy Bank Beauty Pageant (for youth), a Saves Seminar featuring a speaker from the Securities and Exchange Commission, and a Financial Fair at a shopping mall. Partners include local banks and credit unions, youth organizations such as Boy Scouts and 4-H, and the media.

Indiana Cooperative Extension (Purdue University) – The multi-county effort primarily focuses on “Where does your money go?” and other seminars, library displays, and media outreach with a goal of signing up 470 Savers. Key partners include local financial institutions, asset-building coalitions, and social services.

Kansas Cooperative Extension (Kansas State University) -- Local and statewide strategies will reach an estimated 50,300 potential savers directly, plus 800,000 more through media. One county plans a “Save Your Change Day for Kids” in cooperation with the recreation commission. Opportunities to enroll as a “Saver” will be offered at free tax preparation sites,

women's investment classes, a farm women's conference, and a professional meeting for family and consumer sciences teachers.

Maryland Cooperative Extension (University of Maryland) -- "Roll the Dough" (a save your change, two-week campaign) is expected to draw 1,000 participants who will save a total of \$5,000. Participants will be encouraged to enroll as a Maryland Saver and enter to win a \$1,000 Certificate of Deposit. Partners include financial institutions and a Community Development Corporation.

Michigan Cooperative Extension (Michigan State University) – Michigan Saves, a local offshoot of the America Saves Campaign, has made significant progress in the last three years, helping Michigan citizens save money and build wealth. The goal of *Michigan Saves* is to disseminate piggy banks to consumers via the Michigan State University Extension network which provides educational programming in all 83 counties of the state. The Michigan Bankers Association is a partner in this effort.

New Jersey Saves Week (Rutgers University Research and Extension) – Extension is part of the New Jersey Coalition for Financial Education sponsoring educational programs and other events to promote saving statewide. Two goals are to sign up 250 or more New Jersey residents as "Savers," and have the web site www.njsaves.org viewed by 500 or more potential savers. Other financial actions expected by program participants are to use the split refund option to save some of income tax refunds; to open a new, low-cost savings account and maintain the account for at least six months, and to start or increase contributions to savings plans at work. Some outreach efforts specifically target Hispanic groups.

Tennessee Cooperative Extension (University of Tennessee) – Tennessee Saves Day at Legislative Plaza will include joint proclamations of Saves Week in the Tennessee House and Senate and by the governor, a press conference, exhibits, and display of local Piggy Bank Pageant winners from across the state. Other action includes Tennessee Saves information mailed in bank and payroll statements and available at tax preparation sites, K-12 schools, and work sites. One or more local basketball games will include "Saves Night." Tours are planned of financial institutions for prospective savers who do not have accounts. The expected direct reach is 5,000. Partners include 75 local financial institutions, education, government, and media organizations in 17 counties across Tennessee.

ST	Name	Email address	Savers	Reach	Media	Key Strategy
AL	Evelyn Crayton	craytef@auburn.edu	350			piggy bank pageants, payroll stuffer, publicity campaign
AK	Roxie Dinstel	fnrrd@uaf.edu	10	50		workshops
CA	Patti Wooten Swanson	pwswanon@ucdavis.edu		18,500		part of San Diego Saves Week www.sandiegosaves.org ; payroll inserts
CO	Donna Liess	dliess@co.weld.co.us			59,000	press releases
FL	Elaine Courtney	ecourtney@co.okaloosa.fl.us	500			seminars; Piggy bank pageant; financial fair
ID	Lyle Hansen	lhansen@uidaho.edu	100			seminars
IL	Stephen Ayers	srayers@uiuc.edu	50	300		proclamation; roll your change event; CBSD affiliate morning show
IN	Elizabeth Kiss	kissde@purdue.edu	470			media; workshops
KS	Carol Young	cyoung@oznet.ksu.edu		50,300	800,000	workshops; tax prep sites; conferences; newsletters; media
KY	Suzanne Badenhop	sbadenho@uky.edu	100			media
MD	Julie Judy	jjudy@umd.edu		1000		roll the dough event; seminars
MI	Jinnifer Gibbs	gibbs@msu.edu			90,000	radio
MS	Bobbie Shaffett	Bsaffett@humansci.msstate.edu	100			work place outreach
NE	Carla Mahar	cmahar@unlnotes.unl.edu			20,000	media; women in ag events
NH	Suzann Enzian Knight	suzann.knight@unh.edu		1,000		tax prep sites; media

NJ	Barbara O'Neill	oneill@aesop.rutgers.edu	250	1,250		coalition events; www.njsaves.org
NY	Ann Gifford	amg29@cornell.edu		1,225		display, workshops, distribute brochures
OH	Angela Crist	crist66@ag.osu.edu	100	200		wealth fair
	Cora French-Robinson	french-robinson.1@cfaes.osu.edu			50,000	media
	Marisa Warrix	warrix.1@cfaes.osu.edu	24	32		work site seminar
PA	Cathy Bowen	60cfb4@psu.edu		60		include with nutrition programs
TN	Dena Wise	dkwise@utk.edu		5,000	150,000	proclamation, Piggy Bank pageants, work & tax prep sites
VA	Jennifer Abel	jabel@vt.edu				affordable housing & tax prep sites
WI	Dan Kuzlik	dan.kuzlik@ces.uwex.edu				roll your change event
	Gayle Rose Martinez	GayleRose.Martinez@co.clark.wi.us		200		piggy bank contest
	Keli Loga	milwaukeesaves@ces.uwex.edu				essay contest
	TOTALS		2,054	79,117	1,169,000	



Compiled by Jim Terry and Jane Schuchardt, Cooperative State Research, Education, and Extension Service (CSREES), USDA, February 20, 2007. For more information, contact Jane at jschuchardt@csrees.usda.gov.