



FINANCIAL EDUCATION

— I N O K L A H O M A —

Diversity in Practice

A CONFERENCE BY THE FEDERAL RESERVE BANK OF KANSAS CITY, OKLAHOMA CITY BRANCH • IN PARTNERSHIP WITH THE OKLAHOMA JUMPSTART COALITION

MOORE NORMAN TECHNOLOGY CENTER, SOUTH PENN CAMPUS, OKLAHOMA CITY • NOVEMBER 3, 2010

Financial Education in Oklahoma Conference: Diversity in Practice Oklahoma City, November 3, 2010

Agenda

- 8:00 – 9:00** **Continental Breakfast and Registration**
- 9:00 – 9:15** **Opening Greetings & Overview of the Day**
- 9:15 – 9:30** **Diverse Clients, Diverse Needs: Oklahoma opportunities for financial education**
- Norma Noble (*invited*)
Deputy Secretary of Workforce Development, Oklahoma Department of Commerce
- 9:30 – 10:30** **Expanding Your Reach: Making financial education relevant in a diverse world**
- Kelvin Boston
Executive producer and host of *Moneywise with Kelvin Boston*
- 10:30 – 10:45** **Break**
- 10:45 – 11:45** **Concurrent Sessions I**
- Youth and Finances: Lessons from the Arizona Pathways to Life Success for University Students**
- Dr. Joyce Serido
Assistant Research Professor, Take Charge America Institute
University of Arizona
- Using Financial Literacy Teacher Training as a Means to Impact Culture, Age, Ethnicity and Gender**
- Dr. Billy Hensley
Director of Education, National Endowment for Financial Education

Register on-line at okfined10.kcfed.org

For additional information, contact Steven Shepelwich at steven.shepelwich@kc.frb.org.

Focus on Gender: How gender shapes financial education needs, strategies and outcomes

- Dr. Urvi Neelakantan
Research Economist, Federal Reserve Bank of Richmond

Serving Elder Consumers: Insights from financial gerontology

- Dr. Janice Wassel
Associate Dean of Educational Programs, American Institute of Financial Gerontology

11:45 – 1:00

Lunch

Welcome by the Oklahoma Jump\$tart Coalition

1:00 - 2:00

Concurrent Sessions II

Morning sessions repeated

2:00 – 2:15

Break

2:15 – 3:00

Applications to Oklahoma: Strengthening diversity in the financial education field

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