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**Financial Empowerment Advisory Team**  
**Meeting Notes**  
**August 15, 2024**

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Team Members Present: State Treasurer Tobias Read, Chair  
Kevin Christiansen, Senior Vice President, Oregon Bankers Association  
Scott Cooper, Director, NeighborImpact  
Margaret Doherty, Former Legislator and Educator  
Darby Ayers Flood, Mayor, and Board President for Talent Business Alliance  
George Katsinis, Accredited Financial Counselor, Oregon Military  
Prem Mathew, Associate Dean, Oregon State University  
Erin Moore, Government Relations Director, OnPoint Community Credit Union  
Jennifer Satalino, The College Place - Oregon

Technical Advisors- OR Agencies: Dr. Irwin Brown, Department of Human Services  
Ellen Klem, Department of Justice  
Aujalee Moore, Oregon Department of Education  
Codi Trudell, Department of Revenue  
Lane Thompson, Department of Consumer and Business Services  
Craig Vattiat, Department of Consumer and Business Services

Speakers: Joelliane Iyasele, Co-Founder, FLY to the World  
Tracy Godat, Washington Financial Education Public Private Partnership  
Joey Running, Oregon Business Educators Association

Treasury Staff: Ryan Mann, Executive Director of OTSN  
Missy Simpson, Program Coordinator, OTSN  
James Sinks, Financial Empowerment Program Manager, OTSN  
Peter Rector, Outreach and Engagement Coordinator

Treasurer Read called the meeting to order at 2:03 p.m.

**Agenda Item 1 – Welcome**

Treasurer Tobias Read welcomed members of the Financial Empowerment Advisory Team to the collaborative’s annual in-person meeting, recognized Treasury department staff, and thanked new committee members and also members members of the public either joining in person or online.

He previewed the agenda which was focused on educator preparedness and district needs in Oregon as the state advances toward the personal finance class requirement that will begin with the graduating class of 2027, as a result of the passage of the Senate Bill 3 by the 2023 Legislature and the approval in May of the implementation rules by the Oregon Board of Education. The agenda included a a panel and conversation about Oregon teacher training needs lessons from Washington. He also said he looked forward to hearing from members as they share news from across the state.

**Agenda Item 2 – Financial Empowerment Spotlight: FLY to the World**

Joelliane Iyasele, Co-Founder of FLY (Financial Literacy for the Youth) to the World and a recent Beaverton graduate gave an overview of FLY which is a nonprofit, youth-led organization and their mission is to equip young people with the skills and awareness they need to manage their money responsibility. A copy of Ms. Iyasele’s PowerPoint is part of the records for this meeting.

### **Agenda Item 3 – Data and benchmarking: 2025 Financial Wellness Scorecard Planning**

James Sinks offered an update about planning for the 2025 edition of the Advisory Team’s annual report and data compilation – which gives the public and the policy makers a snapshot of the financial situation, decisionmaking and stress factors being experienced by Oregonians. Also on the drawing board is an effort to create an online dashboard for several financial data points. Treasury will again partner with the Oregon Values and Beliefs Center (OVBC) for a 15-question Oregon-specific poll that will tabulate statewide knowledge, stress and decisionmaking data, with the goal to circulate the poll in September. A copy of the 2025 Financial Wellness Scorecard Planning is part of the records for this meeting.

### **Agenda Item 4 – New member introductions and roundtable announcements**

Doctor Irwin Brown introduced himself and stated that DHS is looking at policy options to support economic mobility and stability, and trying to acknowledge and identify what those barriers are.

Darby Ayers Flood introduced herself and stated their primary focus is on financial inclusion.

Kevin Christensen is working on policy which includes financial literacy and hoping to expand financial literacy in Oregon.

Aujalee Moore is one of the leads that is working on the implementation of Senate Bill 3.

Jennifer Satalino spoke on the issues they are having with the still difficult roll-out of the revamped FAFSA.

Scott Cooper shared they are launching an effort to see how to provide financial education within managed homeless camps by going out to micro shelters and help folks learn how to save for permanent housing, and it is working.

George Katsinis is working with all military, veterans, and family members across the state. There are hundreds of service members preparing to leave for service training, which creates an additional workload and a stressor for those families.

Representative Margaret Doherty expressed how excited she is that the state is moving forward with financial education in the schools and would like to hear more about financial literacy with the homeless.

Prem Mathews highlighted the support of personal finance in the high schools. There is a financial planning option at OSU where students in that program are going to get their certification and he would like to see that set of students go out and help instruct their peers and help support the teachers and the schools.

Erin Moore shared the work OnPoint is doing with members to achieve financial goals through a coaching program, and OnPoint Credit Union Members have paid down \$700,000 of consumer debt, some current and some was sent to collections. Their employee team is celebrating a new program called OnPoint for Good. Since July 1<sup>st</sup>, OnPoint employees have donated \$39,000 to a variety of community partners, and more than 500 OnPoint employees have given at least an hour of volunteer time to the community.

Codi Trudell mentioned the state having its largest kicker this year, and their department has already exceeded their previous two years annual performance. Coming up in the session this year, they will be presenting their second report to the legislative body regarding recommendations to help improve services for all Oregon taxpayers.

Ellen Klem has been working on a conference set for September with the Attorney General that involves financial literacy which James Sinks has been included as part of the panel. There are 150 people registered from 30 states and Ms. Klem invited the advisory team to attend the panel. The information was provided to Missy Simpson, and she forwarded to the Advisory team.

Craig Vattiat highlighted their consumer advocacy service which is a free resource for Oregonians having issues with insurers, student loan services, or any other financial services. Advocates are available Monday-Friday from 8:00am to 5:00pm to answer calls and help consumers file complaints. With the wildfire season, DCBS has been attending community meetings across the state to fire impacted communities to help with resources. Mr. Vattiat mentioned their new homeowner rate and underwriting guide, a new publication called the Oregon Investor Guide, a new resource; the post disaster claims guide and mentioned their annual statewide outreach sponsorship program which awards five contracts of \$25,000 to organizations that support financial empowerment work across the state. That opens on Monday, August 19<sup>th</sup> and closes September 27<sup>th</sup>.

Lane Thompson highlighted her recent annual report to the legislature and is available on the DCBS website. The report touches on a lot of the topics that are discussed with the financial empowerment advisory team.

#### **Agenda Item 5 – Update and panel discussion: Senate Bill 3 and teacher training in Oregon**

Aujalee Moore, Standards Guidance Program Analyst, gave an update on Oregon’s newest diploma requirements. Tracy Godat, Washington Financial Education Public Private Partnership (FEPPP), and Joey Running, Oregon Business Educators Association participated in a panel discussion with team members about district needs, curriculum development and teacher professional development challenges. A copy of the presentation from the Washington FEPPP is part of the records for this meeting.

#### **Agenda Item 6 – Advisory Team business and advance calendar**

The Team’s next meeting will be conducted virtually on Nov. 12, and the next newsletter will be released in late October. Members and the public are invited to submit content and calendar items.

#### **Agenda Item 7 –Public comment and attendee introductions**

Members of the public were invited to introduce themselves and if applicable, to offer any news from their organizations.

Elana Pirtle-Guiney of Confluence Solutions spoke on behalf of NextGen Personal Finance (NGPF). The national nonprofit develops free curriculum and also free sessions to train teachers how to utilize it. They have offered to provide stipends up to \$500 for 600 teachers to complete their 20-hour professional development course.

Stacy Triplett from AARP Oregon said the organization has been a longtime advocate for OregonSaves, and its volunteers are ready to talk about retirement and financial resilience.

Abby James, Youth Asset Specialist for Dev NW is interested in the certification required for being able to educate educators.

Ronecca Novell, CEO, Financial Beginnings, stated having an amazing group of volunteers across the state who can help support teachers regarding the passing of SB 3. Ms. Novell thanked Dr. Brown, for bringing up multi-generational work and would love to be involved.

Ron Eiseman, Board member for the Oregon chapter of the Council of Economic Education, said the group has partnered with Financial Beginnings in the past and continue to do so. They offer scholarships for teachers who want to further their education regarding personal finance as well as and economic education.

Robin Farrell with the \$tand by Me Oregon program, which operates in Linn-Benton/Lincoln County, said the effort is trying to cultivate and reach new coaches and train them to facilitate personal one on one counseling. They also have a youth group called Youth Roots. They had several questions regarding the passing of SB 3 and will touch base with Aujalee Moore

Meeting adjourned at 3:33pm