



Evaluating Effectiveness: The Challenge Facing Financial Education
Thursday, June 29, 2006, 7:30 a.m. to 2:15 p.m.
Federal Reserve Bank of Philadelphia, Pennsylvania Room, 3rd Floor
Agenda

- 7:30 a.m. – 9:00 a.m. **Registration and Continental Breakfast**
- 9:00 a.m. – 9:05 a.m. **Welcome**
Dede Myers, Vice President and Community Affairs Officer
Federal Reserve Bank of Philadelphia
- 9:05 a.m. – 10:10 a.m. **How Can Nonprofits, Banks, and Government Agencies Evaluate the Effectiveness of Their Financial Education Efforts?**
Hilary Hunt, Director, Pennsylvania Office of Financial Education
Jeanne M. Hogarth, Manager for Consumer Education and Research, Division of Community and Consumer Affairs, Federal Reserve Board of Governors
Moderator: Steven R. Malin, Assistant Vice President, Public Information Department, Federal Reserve Bank of New York
- 10:10 a.m. – 10:30 a.m. **How Can We Improve Evaluation Techniques in Our Region?**
Tamara Grossett, Program Manager
Greater Philadelphia Urban Affairs Coalition
- 10:30 a.m. – 10:45 a.m. Break
- 10:45 a.m. – 11:45 a.m. **Update on Consumer Credit Trends and Issues**
Sally Parker, Senior Vice President for Creditor Relations, National Foundation for Credit Counseling, Inc.
Henry Sommer, Supervising Attorney, Consumer Bankruptcy Assistance Project
- 11:45 a.m. – 12:00 p.m. **Update on Pennsylvania’s Financial Education Website**
Hilary Hunt, Director, Pennsylvania Office of Financial Education
- 12:00 p.m. – 1:00 p.m. Lunch
- 1:00 p.m. – 2:15 p.m. **Breakout Sessions:**
- A Recent Study on Mortgage Foreclosures in Philadelphia**
Ira Goldstein, Director, Public Policy and Program Assessment
The Reinvestment Fund
- Lessons from Katrina – How Financial Educators Can Prepare Clients for Catastrophic Events**
Julia Cheney, Industry Specialist, Payment Cards Center
Federal Reserve Bank of Philadelphia