

May 2018

Consumer Advisory Board Card, Payments, and Deposit Markets Subcommittee

May 22, 2018



Meeting of the Consumer Advisory Board Card, Payments, and Deposit Markets Subcommittee

The Consumer Advisory Board (CAB) Card, Payments, and Deposit Markets Subcommittee of the Bureau of Consumer Financial Protection (Bureau) convened via conference call at 4:00 p.m. Eastern on May 22, 2018 to discuss the Requests for Information (RFIs) related to the Call for Evidence initiative by Acting Director Mick Mulvaney. During the call, the subcommittee discussed the RFI on Consumer Financial Education.

Board members present	CFPB staff present
Chair, William Howle	Zixta Martinez
Ann Baddour	Delicia Hand
Brian Hughes	Julian Alcazar
Chi Chi Wu	Matt Cameron
Julie Kalkowski	Mary Griffin
Randi Adelstein	

May 22, 2018

Welcome

Delicia Hand, Assistant Director, Advisory Board and Councils Office

William Howle, Chair, CAB Card, Payments, and Deposit Markets Subcommittee

Assistant Director Delicia Hand called the meeting to order at 4:00 p.m. Eastern and welcomed CAB Card, Payments, and Deposit Markets Subcommittee members, Bureau staff, and members of the public. She provided background information about the Consumer Advisory Board (CAB) and the vital role the CAB's subcommittees play in fulfilling the CAB's statutory responsibility to advise and consult with the Bureau. Next, she provided an overview of the meeting agenda and highlighted that the RFI on Consumer Financial Education would be the topics of the conversation with subcommittee members.

Following Ms. Hand's remarks, CAB Card, Payments, and Deposit Markets Subcommittee Chair William Howle provided introductory remarks and invited subcommittee members to provide feedback

on the RFI. A summary of the public conversation that occurred has been compiled by the subcommittee members and submitted into the RFIs' public record. The summary document may be found in Appendix A of this meeting summary.

Adjournment

CAB Card, Payments, and Deposit Markets Subcommittee meeting on May 22, 2018 adjourned at approximately **4:30 p.m.** Eastern.

Certification

I hereby certify that, to the best of my knowledge, the foregoing minutes are accurate and complete.



Delicia Reynolds Hand
Assistant Director, Advisory Board and Councils Office
Bureau of Consumer Financial Protection

Appendix A

Consumer Advisory Board

May 22, 2018 Card, Payments, and Deposit Markets Subcommittee Summary

Subcommittee input on the Bureau of Consumer Financial Protection's (Bureau) Request for Information (RFI) on Consumer Financial Education. The summary document does not reflect consensus by subcommittee members, but simply demonstrates the various member views and opinions. The summary document does not reflect the views of the Bureau.

Consumer Advisory Board Card,
Payments, and Deposit Markets
Subcommittee May 22, 2018

Subcommittee input on the Bureau of Consumer Financial Protection's (Bureau) Request for Information (RFI) on Consumer Financial Education

Overview

On January 17, 2018, Acting Director Mulvaney issued a call for evidence¹ to ensure the Bureau is fulfilling its proper and appropriate functions to best protect consumers. In a series of Requests for Information (RFIs), the Bureau seeks comment on enforcement, supervision, rulemaking, market monitoring, and education activities. These RFIs will provide an opportunity for the public to submit feedback and suggest ways to improve outcomes for both consumers and covered entities.

During the May 22, 2018 Consumer Advisory Board (CAB) Card, Payments, and Deposit Markets Subcommittee conference call, the subcommittee focused on providing feedback on the Call for Evidence RFI on Consumer Financial Education. The purpose of this document is to summarize subcommittee conversations on the RFI. This document does not reflect consensus by subcommittee members, but simply demonstrates the various member views and opinions. This summary document does not reflect the views of the Bureau.

Request for Information on Consumer Financial Education

The subcommittee discussion was framed by three areas where the Bureau requested input and suggestions:

1. Improve the Bureau's existing programs and delivery mechanisms;
2. Better measure and evaluate the effectiveness of the Bureau's financial education work; and
3. Eliminate or minimize the duplication of the Bureau's financial education work with work performed by other entities, including federal, state, and local agencies.

1. Improve the Bureau's existing programs and delivery mechanisms.

- I work with working single moms. We use the Bureau's material on the website; we have found them to be very effective. The Bureau's material is simple to use and when people can use simple material, it builds financial confidence. I really appreciate all the materials on the website and the fact that they are free.
- There is one tool on prioritizing bills; the communities we work with often are penalized with late fees. The communities we work with make very little money and the tool helps them avoid paying late fee, which is very effective.
- The curriculum is very accessible and it is available in Spanish.
- We do provide links to some of the Bureau's materials. We have also made some suggestions on how to get the materials out. There is a tremendous wealth of resources,

¹ <https://www.consumerfinance.gov/about-us/newsroom/acting-director-mulvaney-announces-call-evidence-regarding-consumer-financial-protection-bureau-functions/>

very well researched, very well laid out, I think the opportunity is on the delivery.

- The biggest opportunity for the Bureau is on distribution. The content is very good.
- The nonprofits we work with that deliver education are often aligned with and use the material the Bureau has.
- A lot of direct service providers really enjoy the material the Bureau developed. Specifically, the financial capabilities tools for social service providers.
- Continuing to make the material available in print is very important. Nonprofits tend to be low on resources, and the fact that the Bureau makes these material available in print is important.
- Some of the branding issues that are going on within the Bureau are concerning. Because people see the Bureau, in a particular way, they know it as the CFPB and they are familiar with the logo. Therefore, I am concerned that it will set the Bureau back on some of the outreach materials.
- I would hope that in the public space, the Bureau maintains the image that it already has and the recognizable way the Bureau is presented.
- In my experience, the materials are great.
- Having the Consumer Financial Protection brand on the material is important. It is the way people know that they can trust it.
- We have found that the population that regularly accesses their free credit score does see an upward movement in their credit score. We see a positive relationship in the amount of engagement and the amount of improvement in the credit score.
- We have incorporated some of the Bureau's materials in some of our consumer outreach.
- Many single moms do not know what their credit score is. In Omaha, if you have a bad credit score, it often determines where people work and where people live. Having access to your credit score is important. It can be empowering.

2. Better measure and evaluate the effectiveness of the Bureau's financial education work.

- We do a lot of financial education on financial awareness and financial literacy. We do an assessment pre and post training. I am not sure how that would work putting consumers on a broad scale.
- The credit score initiative is one way to measure consumers; it is one thing to have them focus on and try to use it.
- I think that a big part of education is behavioral and to help people act in their best interest. It is hard to do behavioral change.
- The Bureau has done important work on assessing and evaluating financial wellbeing. This work is important to the field as an evaluation tool, as well as a way to understand how families are doing financially. The Bureau should continue this work, and create national benchmarks to financial wellbeing. It is a very important measure to understand how people are doing.

3. Eliminate or minimize the duplication of the Bureau's financial education work with work performed by other entities, including federal, state, and local agencies.

- The student loan portal is unique in helping people navigate what can be a very complex process.
- The Bureau's financial education material offers me the most comprehensive simple tools that I can turn around and use.
- I found the materials very well written and written for the audience that it is tailored to. I think there is room for the Bureau and the other financial entities to do financial education. I don't think there can be enough of it out there.
- It is helpful to have a one stop for all the materials like the Bureau. The materials are very helpful and I am grateful.

Subcommittee Membership

- Subcommittee Chair William Howle
- Ann Baddour
- Brian Hughes
- Julie Kalkowski
- Randi Adelstein

Additional CAB members that participated:

- Chi Chi Wu