

Bank On Louisville's Start Fresh! workshop OVERVIEW

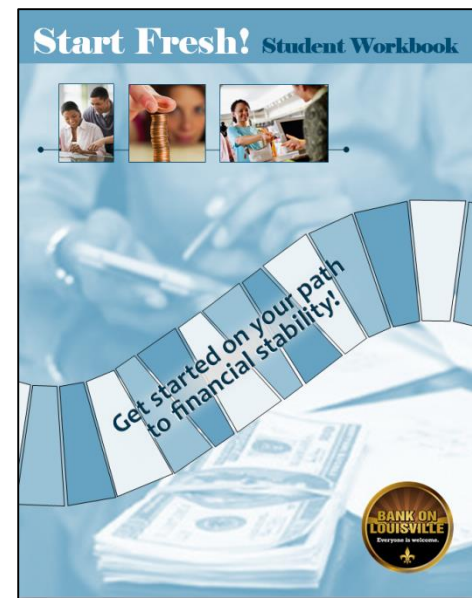


Bank On Louisville (BOL) is an engine to collaboratively strengthen our community's economic well-being through improved access to mainstream financial education and services, with an emphasis on the low-to-moderate income population of the city.

BOL is an initiative led by Louisville Metro Government's Department of Community Services, and supported by 100+ community organization and financial institution partners, to meet the needs of unbanked and under-banked households in the Louisville Metro area. The BOL initiative is intended to help this population improve their financial literacy, build their assets, save money, and reduce their expenses related to using non-traditional check-cashing, bill pay, or pay advance services.

Bank On Louisville's Start Fresh! curriculum

Bank On Louisville sponsors the Start Fresh! workshop for people who have been denied new accounts due to negative (non-fraud) banking histories, and who are willing to participate in a BOL partner-approved financial education program. Start Fresh! is a valuable resource for people who wish to become more confident and knowledgeable about successfully managing a checking account, and want guidance on how to select a second-chance or new account that works well for them. Start Fresh! will help participants think about their relationship with money and plan how they will make mainstream financial services work for them.



A significant feature of the intentional design of the **Start Fresh! Student Workbook** is its conversation and communication approach. This approach is supported through carefully crafted questions that are meant to be asked and then carefully entertained.

“Start With You” questions at the beginning of each section invite students to begin with their own personal experiences. It starts with a question everyone has some thoughts about or experiences with. Everyone is an expert in their own life. These questions stimulate individual thinking asking questions some students may never have been asked before. They start the class by showing up as the expert in their own life. That’s a great way to start to build a new, smart and confident relationship with money. These questions also provide facilitators with a unique view of who’s in the room. This early student assessment should help you build confidence and rapport more quickly with workshop students. It also creates a learning community more quickly.

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“Reflect On Your Progress” questions at the end of each section invite students to learn from their past as they plan future actions specific to each topic area. Students are also asked to reflect on their progress. They identify one idea they heard or read in the section that is important enough to hang on to and write it down. They identify one thing they will do now because of what they learned in this section and write it down. Then, they engage their future actions and behavior change by listing any new ideas they have for living out financial stability practices they gleaned from the content shared. These questions also provide facilitators with immediate feedback on each teaching section as it is completed. It is an important assessment as it highlights what students learned but more importantly what they plan to do with what they learned.

Participants in every workshop complete an extensive **Pre-Survey** and **Post-Survey** designed to gauge increases in knowledge of basic banking concepts as well as their commitment to take future actions to improve their banking relationships. We also collect contact information from participants who want to continue receiving updates and invitations to future education opportunities from BOL.

Participants completing the workshop receive a **Certificate of Completion** that can then be taken to any of the BOL bank and credit union partners to begin a conversation around opening a second-chance checking account.

Start Fresh! workshops are always free of charge and, in most cases, are open to the entire community and held at community sites like public libraries. (In limited instances they are offered exclusively to participants of a program or clients of a single agency – for example, in a residential addictions treatment program or a program for young adults aging out of foster care.) BOL manages the Start Fresh! curriculum, but depends greatly on a number of our partners to host and/or deliver Start Fresh! workshops in the community.

In order to ensure workshop participants receive a high-quality financial education experience, Start Fresh! workshops are facilitated exclusively by **Certified Start Fresh! Providers** – partners that have been selected, trained, and certified by BOL. This focus on high-quality instruction ensures that workshop participants are well-prepared to open or reopen a checking or savings account, and thus also provides confidence for our financial partners so they will continue to offer low- or no-cost second chance accounts that meet the needs of this population. Certified Start Fresh! Providers sign a **Start Fresh! Agreement** with Bank On Louisville that outlines their commitment to quality instruction and data tracking.

Bank On Louisville also engages with **Start Fresh! Host Sites** who want the people they serve to have an opportunity to attend a workshop at their site, but do not necessarily have the staff capacity to train staff as Certified Start Fresh! Providers.