



Charles G. Cooper  
Commissioner

---

## **TEXAS DEPARTMENT OF BANKING**

---

2601 North Lamar Blvd., Austin, Texas 78705  
512-475-1300 / 877-276-5554  
[www.dob.texas.gov](http://www.dob.texas.gov)

### **INDUSTRY NOTICE 2010-2**

*Date: October 19, 2010*

## **2010 Financial Literacy Survey- Year 4**

In 2007, the Texas Department of Banking, the Texas Bankers Foundation and the IBAT Education Foundation began an effort to benchmark the financial literacy community actions of the Texas banking industry. 2010 marks the fourth year of the five-year study.

The survey has been sent to the bank CEOs and Presidents with locations in Texas. Approximately one-third of banks have responded in each of the previous years. It is our hope that the 2010 survey will draw a larger response, and will reflect a change in how Texas banks prioritize financial education.

Please help us gather this important research in a collaborative manner to create a shared inventory of financial literacy practices in Texas. [Click here](#) to enter the survey. (This survey will take approximately 8 minutes. It is organized in three easy sections. Please complete the entire survey.)

Because of the collaborative nature of our three organizations and overlapping contact lists, you may receive duplicate copies of the e-mail request. All responses will be collected into one database.

Because some banks may have more than one financial literacy champion, we ask that each bank designate one person to response for the institution. If multiple responses are received from a single institution; duplicate responses will be consolidated.

The deadline for completing the survey is **Friday, October 29**. Many thanks for your assistance as we continue to measure our progress.

Charles G. Cooper  
Commissioner  
Texas Department of Banking

J. Eric T. Sandberg, Jr.  
President & CEO  
Texas Bankers Association

Mary Lange  
President  
IBAT Education Foundation