



Charles G. Cooper
Commissioner

TEXAS DEPARTMENT OF BANKING

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INDUSTRY NOTICE 2011-7

Date: October 27, 2011

Benchmarking Financial Literacy - Year 5

Please Note: Deadline Extended to December 15th

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. 2011 marks the fifth year of the five-year study.

The survey has been sent to bank CEOs and Presidents with locations in Texas. Approximately one-third of banks have responded in each of the previous years and we are looking forward to a higher participation rate this year. Because financial literacy is such an important issue, we strongly encourage your input and we are counting on your response to best measure the changes 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 eight minutes and 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 respond for the institution. If multiple responses are received from a single institution, duplicate responses will be reconciled. **The deadline for completing the survey is Friday, November 18, 2011.**

Many thanks for your assistance as we continue to measure our progress.

Charles G. Cooper
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