

Thursday, September 20, 2012



## TODAY AT A GLANCE

7 am – 7 pm	Registration Desk Open
7 – 8 am	Breakfast
8 – 9:30 am	Opening Plenary: State of the Field
9:30 – 10:45 am	Concurrent Sessions I
11 am – 12:15 pm	Concurrent Sessions II
12:30 – 2 pm	Assets & Opportunity Award Plenary (with Lunch)
2 – 3:15 pm	Concurrent Sessions III
3:30 – 4:45 pm	Concurrent Sessions IV
5 – 9 pm	Networking Reception

## Get Ready for Capitol Hill Visits

Capitol Hill Visits kick off tomorrow at 2, when you'll board buses outside the 24<sup>th</sup> Street entrance of the hotel. There are two important steps to make sure you're ready to advocate. First, make sure you've picked up the Capitol Hill Visit packet prepared especially for you by CFED's Government Affairs Team. If you haven't already received the packet, stop by the Registration Desk. Second, be sure to attend the special Capitol Hill Visit Training during Concurrent Sessions II. The Training will be held from 11 am – 12:15 pm today in Washington I, located on the lower level.

If you have any questions, don't hesitate to stop by the Information Desk next to Registration.

# TODAY @ ALC



## Pioneering Financial Institution Leadership in CSA Programs: Citi and Citi Foundation

Nearly 200 people participated in yesterday's inaugural Children's Savings Account (CSA) Institute, a daylong "boot camp" designed especially for those interested in launching or expanding children's savings programs. Central to the conversation was the essential role of financial institutions in advancing CSA initiatives in a range of ways.

A clear standout in this area: Citi and the Citi Foundation, who have played a leading national role in the child savings realm and have been deeply engaged in starting and sustaining two of the country's most prominent CSA initiatives, the Partnership for College Completion (PCC) and the San Francisco Kindergarten to College (K2C) program.

- Citi developed an innovative, unprecedented financial product especially for these initiatives, designed for ease of use among savers and program managers alike.
- In addition, Citi and the Citi Foundation provided major funding for the PCC, for incentives to match participants' savings and program management across the three PCC partner organizations (CFED, UNCF and the national network of KIPP schools).
- Last, but certainly not least, Citi staff have been deeply engaged at the local level in forging relationships with participating students and schools – organizing bank field trips, providing financial education and more.

This unparalleled model of investment and commitment to children's savings offers not only a powerful example of financial institution leadership, but also has generated inspiration and excitement across the fast-growing CSA field.

## Put On Your Dancing Shoes!

Tonight marks the return of the ALC Networking Reception. Back by popular demand, Capitol Groove will be serving up some of your favorite hits. Of course, it's not an Assets Learning Conference without tons of great food and drink, so if dancing isn't your thing, join your colleagues for heavy hors d'oeuvres and a cocktail. We hope to see you tonight from 5 – 9 in the Marriott Ballroom!

# DEMOCRACY

A JOURNAL OF IDEAS

## Today in Democracy Journal: The Homeowners No One Thinks Of

In yesterday's newsletter, we mentioned that the Fall 2012 edition of *Democracy: A Journal of Ideas*, includes a symposium on asset building titled "The Forgotten Forty Percent." Today, we'd like to suggest another important read for the 1,200+ participants of the Assets Learning Conference working to advance America's assets agenda.

"Manufactured Housing: The Homeowners No One Thinks Of" examines the importance of resident ownership of manufactured home communities. The essay's authors, Paul Bradley of ROC USA® and George McCarthy of the Ford Foundation, point out that owners of manufactured homes tend to go unnoticed, thanks largely to a culture that tends to forget the value these homes offer as important sources of assets. Yet, when the value of manufactured homes as affordable sources of income is realized, the asset-building potential for millions of owners of these homes is immense. To maximize this potential, promoting resident-owned cooperatives for manufactured home communities can keep lot prices stable while ensuring any dividends on the appreciating value of these lots is returned to the owners for use in other asset-building activity.

Bradley & McCarthy paint a vivid picture of the fascinating and complex field of affordable housing and the role manufactured homes can play. To read their analysis, check out "The Forgotten Forty Percent" in your Conference bag today.

## Tomorrow Morning: Film Screening

Be sure to arrive to breakfast early tomorrow so you're here in time for the screening of "One Foot in the Door," a short film that chronicles the power of Children's Savings Accounts with real-life stories from San Francisco's Kindergarten to College initiative. The film will air at 7:30, so make sure you arrive early to reserve your seat!

## Your Complete Resource for Social Change

With a Print Plus Digital one-year subscription to Stanford Social Innovation Review, you get the award-winning quarterly print publication, unlimited access to gated online content, the tablet-friendly downloadable digital edition and the weekly eNewsletter for just \$49.95. Learn more and subscribe today at [www.ssireview.org](http://www.ssireview.org)!

## Session Spotlight

### Behavioral Economics 101: Applying Behavioral Strategies to Improve Asset-Building Outcomes

This afternoon during Concurrent Sessions IV, Financial Inclusion Sponsor Citi will present "Behavioral Economics 101: Applying Behavioral Strategies to Improve Asset-Building Outcomes."

"Behavioral Economics 101" will probe an important question, which is why people make financial decisions that run counter to their own best interests. A crash course in behavioral economics, this session will explore the field and how it informs the strategies practitioners can take to build assets in their communities. Additionally, this session will introduce the Behavioral Economics Technical Assistance (BETA) Project, a new opportunity for asset-building organizations to work with CFED and ideas42 to design and test behavioral interventions in their own programs. Speakers will include Katy Davis and Josh Wright, ideas42; Anita Drever, CFED; and Brandee McHale, Citi Foundation (Moderator).

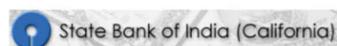
Be sure to check out this exciting session in Washington 4, located on the lower level, at 3:30 this afternoon!

## Conference Institutes Highlight Innovations in Savings & Financial Security



At the Assets for Independence (AFI) Institute, almost 200 AFI grantees gathered to learn about and share strategies for running a successful Individual Development Account (IDA) program. Attendees participated in hands-on, action-oriented workshops throughout the day, connected with fellow grantees during an affinity group lunch, and had the opportunity to meet one-on-one with AFI Program Specialists.

The Children's Savings Account (CSA) Institute brought together children's savings advocates and practitioners, as well as new leaders with a strong interest in starting a CSA program. The Institute began with the state of the quickly expanding children's savings field. During the institute, attendees learned about the critical components of a CSA program, heard from CSA program funders and discussed strategies for engaging families and encouraging savings.



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