Our Web village...

- Financial Literacy Foundations
- Social Media Expert
- Web Designer
  Kory Hirak
- FLC Director,
  Annamaria Lusardi
- Brain Scientist
- Govt. Agencies
- Academics
- Providers
- FLC Marketing Director
  Punam Keller
Our key learnings...

» **Most financial literacy website are very overwhelming.**
  > Simplify materials so that the user’s attention is easily and naturally guided to the essential information or ideas.

» **Effective learning is about what the learner does.**
  > Design the page to encourage the audience to make choices/take actions.

» **Each page should have an objective.**
  > Every item and element—word or image—on a page or screen serves the purpose of that page or screen.

» **Customize ...Customize... Customize!**
  > The audience should be able to easily go the material designed for them.
Key learnings...

» Many websites are disorganized.
  > The website should follow a natural sequence that people will follow through material that must be connected together.

» Use imagery to provide a natural sequence
  > Build scripts of actions with well understood and quickly grasped images

» Keep your message short and simple.
  > Limit the number choices you offer your learners—not too few, not too many.
Dartmouth Study to Encourage Employees to Save for Retirement

Summary

Full Text

Interventions

New Ways to Make People Save: A Social Marketing Approach by Annamaria Lusardi

Financial Literacy among the Young: Evidence and Implications for Consumer Policy by Annamaria Lusardi, Olivia S. Mitchell, and Vila Curtu

Implications of the Financial Crisis for Long Run Retirement Security by Olivia S. Mitchell

Federal Financial and Economic Literacy Education Programs, 2009 by Angela A. Hung, Kata Mihaly, and Joanne K. Yoong
Key learnings...

» Balance emotion and cognition.
» Adopt social media to enhance accessibility
» Connect to current events.
» Attention and learning is facilitated via multiple sensory inputs
» Use stories and examples to connect everything to the natural, authentic environment.
» Make the audience a partner.
Balance emotion and cognition...
Adopt social media to enhance accessibility...
Connect to current events...

Mega conference

I am writing this blog to make sure all my readers are aware of the First Annual Conference of the Financial Literacy Research Consortium. The conference, titled “New Insights and Advances in Financial Literacy: Translation, Dissemination, Change,” will be held on November 18 and 19, 2010, in Washington, D.C., at the Ronald Reagan Building and International Trade Center.

For those of you who do not know it, the Financial Literacy Research Consortium (FLRC) consists of three centers: (1) the Financial Literacy Center, which is a consortium of three institutions under the coordination of the RAND Corporation, (2) the Center for Financial Literacy at Boston College, and (3) the Center for Financial Security at the University of Wisconsin-Madison. The FLRC was established in October 2009 and is supported by the Social Security Administration.
Attention and learning is facilitated via multiple sensory inputs...

Punam A. Keller

• Punam A. Keller is an expert on Social Marketing with a special interest in Health and Financial Education.

• She has extensive experience with the application of Social Marketing for developing and disseminating Financial Literacy Education.

• She developed and taught three programs on Social Marketing for FINRA and NASAA. The programs highlight the need to apply marketing strategy and implementation, the value of applying data from key stakeholders to design more effective programs, to recognize the importance of social media for dissemination and content development, and to customize an integrated marketing plan (product/service, place, price/costs, and promotion) for different target audiences.
Use stories and examples to create meaningful associations...
Make the audience a partner...

Mind-Bender Sample

Think Again (1)

» It is better to first decide whether you want to pursue the goal or not and then think about a plan for implementing your goal.

» It is better to first think about a plan for implementing your goal and then decide whether you want to pursue the goal or not.
Mind-Bender Solution

Think Again (1)

» The second option is correct
» Studies show that thinking about implementation plans first is more effective.
» Possible reasons include:
  1) we spend a lot of time thinking about the pros and cons of goals and never implement them (read fantasy not goal), and
  2) if we develop a successful implementation plan (where, when, with whom, how), it can be used to achieve other unrelated goals.

References

## Think Again

**How it Works**
- Mind-Benders
- Creative-Solvers
- Think Again Scores
- Pass it On

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Thank You