

FINANCIAL LITERACY EDUCATION CASE STUDY



CHALLENGE:

- Demonstrate that Bank of the West (BOTW) is a good corporate citizen
- Educate students and families about good money habits throughout its service territory
- Enhance Bank of the West's brand reputation

STRATEGY:

Utilize a branded, high-visibility school program to teach financial literacy to middle school students and their parents. Deliver that program into schools in key regions through the BOTW corporate footprint.

TACTICS:

- NTC produced a live, middle-school theatre event & print curriculum – **Mad About Money**
- Program toured into schools in three key BOTW regions: Rocky Mountains, Midwest and Southwest.
- Bilingual programming made available to select schools
- Print curriculum enhanced with on-line activities for students at Playworks Backstage, and made available to teachers throughout the year

RESULTS:

- Since inception, a reported 18,833 students have been engaged by *Mad About Money* in 103 performances at 75 middle schools
- In 2011, four of the schools also received bilingual performances and workbooks (Spanish and English)
- To date, Bank of the West has been extensively recognized by print and television media for its live financial literacy programming in the schools

We get such great response from everyone who sees a performance – teachers, students, bank employees. We've even had customers walk into a local branch and thank us for bringing the program into their schools! There's a tremendous level of appreciation, especially in smaller communities that typically have fewer options for this kind of programming. While it's certainly done a lot to create a positive image for the bank, I'm proudest of the positive impact that the program has had on our students.

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