
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: ROSEMARY MAXEY
FROM: KELLY RILEY
SUBJECT: JUMPSTART COALITION FOR PERSONAL FINANCIAL LITERACY
DATE: JUNE 20, 2000
CC: FILE

I have reviewed Julie McAdory's invitation to the First Lady to attend JumpStart's August 31 press conference and meeting. I also asked Lisa Mader to review the request, as it is for a media event. Lisa and I both think that the details are too sketchy for the First Lady to attend. We do not see any direct benefit to the administration in the First Lady's attending the press conference and financial literacy does not tie into the First Lady's initiatives.

I did find some background information on JumpStart for your reference. The JumpStart Coalition for Personal Financial Literacy seeks to improve the personal financial literacy of young adults. JumpStart's purpose is to evaluate the financial literacy of young adults; to develop, disseminate, and encourage the use of guidelines for grades K-12; and, to promote the teaching of personal finance. The JumpStart Coalition believes that all young adults need to have the financial literacy necessary to make informed financial decisions. JumpStart's web page lists 18 state coalitions. Southeastern states with coalitions include Arkansas, Georgia, Mississippi and North Carolina.

Organizations represented on JumpStart's national board include, but are not limited to:

- American Bankers Association Education Foundation
- Cooperative Extension System
- Federal Reserve Board
- Federal Trade Commission
- Junior Achievement
- National Association of Elementary School Principals
- National Education Association