



Columbus

Financial Inclusion Summit



Recommendations

A. Have financial institutions improve access and long-term relationships with customers across the spectrum of disabilities.

1. Rethink and relook at financial products and services to assure ease of access and responsiveness to range of needs of individuals across the spectrum of disabilities.
2. Provide forums and multiple channels for feedback, thoughts, and ideas of people with disabilities to improve access, affordability, and a personalized experience with mainstream financial products and services.
3. Go where people with disabilities already are, including schools, Centers for Independent Living, workforce development, and VR offices to educate target audience about available financial products and services.
4. Have for each financial institution an “Accessibility Ambassador” to problem solve solutions for customers with disabilities.
5. Hire more individuals with disabilities in different jobs to promote diversity and inclusive culture.
6. Offer financial education classes in collaboration with community nonprofits and the public school system.
7. Include financial planning in person-centered planning requirements with VR and Medicaid.
8. Collaborate with public libraries and faith-based organizations to reach people with disabilities and their families and offer online financial education and small group and one-on-one counseling.
9. Have a “Bank Night” as a way to reach people with disabilities who could come in and speak to a trained customer representative.
10. Partner with phone companies to offer mobile banking with low fees, preloaded software to manage checking and savings accounts.
11. Utilize trained college students to be volunteers and mentors to provide financial education and coaching.
12. Educate bank staff about disability sensitivity and etiquette by using individuals with different types of disabilities as trainers.
13. Relook at procedures to waive fees for low cost checking accounts and overdrafts and extend grace periods for minimum amounts required in checking accounts.

14. Include people with disabilities in advertising and marketing materials of financial institutions to reflect interest to reach potential customers with disabilities.
15. Create home modification low-interest loans to enable individuals with disabilities and families to make their homes more accessible.
16. Adopt and publicize financial institution policies that encourage and support financial inclusion and responsive products and services to the disability community. This includes a commitment to accessibility, consistency in service delivery, trusted partnerships with disability organizations and leaders within the financial institution responsible for disability strategy and oversight.
17. Have an annual Financial Inclusion Summit to assess progress with implementation of recommendations and continue to identify opportunities for collaboration between the disability and financial communities.
18. Utilize social media to increase outreach to the disability community and learn more about financial product and service needs.
19. Connect with people with disabilities at bank branches in grocery stores.
20. Expand customer service so that when a bank sees negative bank activity, they reach out to a customer with a disability and collaborate with a disability community nonprofit to offer further support and assistance.

B. Build the capacity of government, disability, and other community nonprofit agencies to provide financial education and financial coaching/counseling services to improve the financial capability and informed financial decision-making of individuals with disabilities.

1. Explore additional ways to provide financial education to people with disabilities including audiotapes, apps, resource call centers to answer questions, and more conferences and special events.
2. Offer speakers from banks and credit unions to come to places where people with disabilities already are and teach classes.
3. Create a speakers bureau across financial institutions in Columbus that public and community nonprofits could connect with to schedule financial education presentations.
4. Have financial institution collaborate with employers to expand programs that offer financial education and coaching.
5. Expand knowledge and skills of benefits analysts to improve their ability to provide assistance with building financial capability.
6. Invite banks to participate in provider and job fairs to improve collaboration opportunities with disability community.
7. Encourage each disability community nonprofit and public agency who attended the Summit to explore specific steps they can take to expand availability of financial education and coaching as part of their service delivery menu of support.

8. Expand awareness in the disability community of DB 101 and explore links to other financial education and coaching resources.
9. Have financial goal setting and building financial capability skills be a part of all youth in high school transition plans with linkages to community resources.
10. Explore ways to expand the capacity of the Columbus Urban League's Financial Counseling and Education program to serve more individuals with disabilities including new partnerships with the disability community.
11. Establish a resource directory of Financial Education and Counseling programs in Columbus and update regularly with dissemination by the Mayor's ADA Coordinator.
12. Schedule a train-the-trainer event with the FDIC to expand use of Money Smart by disability community nonprofits.
13. Participate in the post-Summit training event on Your Money, Your Goals to be led by NDI.
14. Explore opportunities to work with local schools to provide financial education for students with disabilities.
15. Identify ways Ohio's Employment First initiative can incorporate financial education and coaching.
16. Establish within each local, county, and state agency providing supports to individuals with disabilities and their families a "point person" to coordinate the availability of financial education and coaching services and identify ways to pay for it.
17. Continue the momentum from the Summit by establishing a work group to help implement "priority recommendations" with participation by both the financial and disability communities.
18. Have financial education classes offered at American Job Centers and Centers for Independent Living.
19. Have financial education classes offered after hours of the work day and/or weekends through disability related nonprofits in collaboration with financial institutions.

C. What do people with disabilities want from a banking relationship?

1. Personalized customer service with an assigned representative
2. Marketing materials and bank statements in alternative formats, All products and services accessible
3. Convenience of location for individuals without internet access
4. Trust and security
5. A "money phone" that banks provide customer with financial products and services easy to access
6. Text reminders to not overspend beyond money in account
7. Financial education accessible to customer and caregivers
8. Incentives offered for saving and use of other bank services

9. Products and services are explained using pictures and simple language with access to help desk with disability sensitive staff
10. Affordable products and services with lower costs if complete financial education classes or online course and prove knowledge gains

D. How can we educate the disability community about ABLE?

1. Create an ABLE speakers bureau.
2. Include ABLE information as part of benefits advising.
3. Create a train-the-trainer's program to have a lead person with public agencies and disability community nonprofits to expand outreach.
4. Create an ABLE matching program to encourage opening an account.
5. Target faith-based groups and public libraries for dissemination of ABLE resource materials.
6. Target employers to match ABLE contributions.
7. Target potential ABLE account contributors by partnering with financial institutions to increase awareness and provide a simple process to add funds to an ABLE account.
8. Have state Treasurer's Office sponsor a contest with prizes to have students (K-12) submit pictures that describe their goals to be achieved through an ABLE account and for adults with disabilities, have them submit a tweet that describes their ABLE account goals.
9. Create PSA's, newsletter articles, and social media posts that public and private sector groups can use to educate relevant stakeholders about ABLE.
10. Disseminate ABLE account stories that personalize the benefits of ABLE from the viewpoint of ABLE account owners.