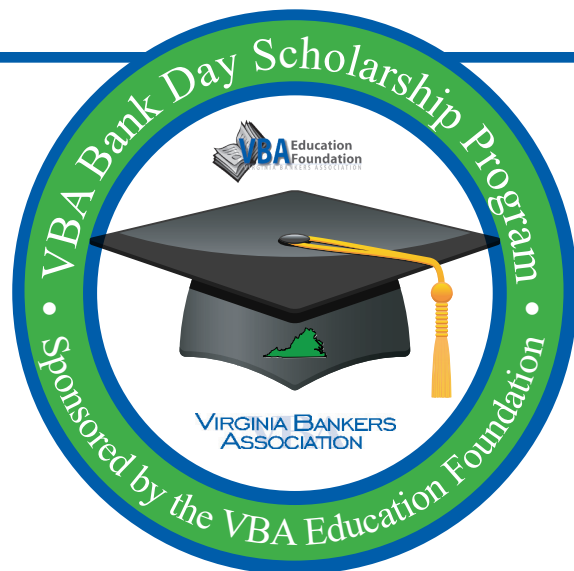


VBA Bank Day Scholarship Program PLAN YOUR DAY NOW!



VBA Bank Day Resource Manual

*Thank you for signing up for the VBA Bank Day Scholarship Program!
In this packet, you will find the following resources to help you as you
plan your day:*

Bank Day FAQs

Dos and Don'ts of Bank Day

Essay Guidelines, Selection Criteria & Planning Document

Schedule Suggestions

PowerPoint User Guides

Student Activity Templates

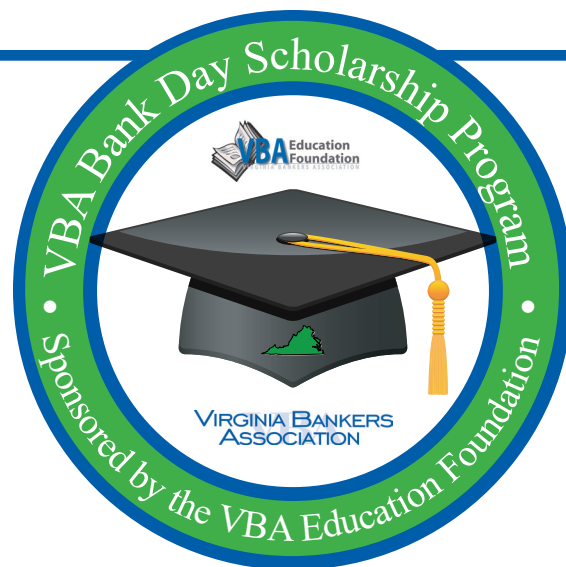
Sample Student Survey

Bonus Tips for a Successful Presentation to Students

Gift Bag/Prizes Sample List

VBA Bank Day Scholarship Program

FREQUENTLY ASKED QUESTIONS



Do we have to host the students for a certain amount of time?

No! Banks can host students for any amount of time. Some banks will have students arrive around 9:00 a.m. and stay through lunch while other banks prefer to have the students stay the length of the school day.

Can we discuss the essays with the students?

Yes! We encourage you to discuss the essay topic and guidelines frequently throughout their visit. It is also helpful to provide copies of the essay guidelines to students the day of their visit. Please see the essay planning document for students' use throughout the day. Feel free to give tips, but keep in mind the students need to write their own essays without assistance.

Does the two-page essay limit include the title page and works cited page?

No! Those pages are not included in the two-page limit.

Can homeschooled students participate in the program?

Yes! As long as the student is currently the equivalent of a high school senior, has a cumulative 3.0 GPA or higher, and is a resident of Virginia, he or she is eligible for Bank Day.

Do students have to sign a photo release to have their picture taken?

Yes! Part of the registration process through the VBA is a student photo release. The VBA will notify you of any students who are not able to have their picture taken on Bank Day.

Do we have to hold our Bank Day on March 17, 2020?

No! You can host students any day that works with your schedule, keeping in mind that all student essays are due to the VBA by April 3, 2020, regardless of their actual shadow date.

Does the VBA need to know the specific details of my bank's plans?

Yes! Students, parents and school staff often contact the VBA with questions about Bank Day details. It is extremely helpful for the VBA to have your plans on file to be able to respond to these inquiries.

How will I know which students are coming to my bank for Bank Day?

Students register for Bank Day through the VBA. Once the VBA has a completed student registration form, we will email you with an updated roster for your bank.

Can we offer our own scholarship in addition to the ones VBA distributes?

Absolutely! Some banks offer a scholarship to participating students separate from the VBA Bank Day scholarships. The VBA will be happy to send your bank copies of the students' essays in order to judge them to your own criteria and select your winner.

Should we have a conversation with the students about confidentiality and common courtesy?

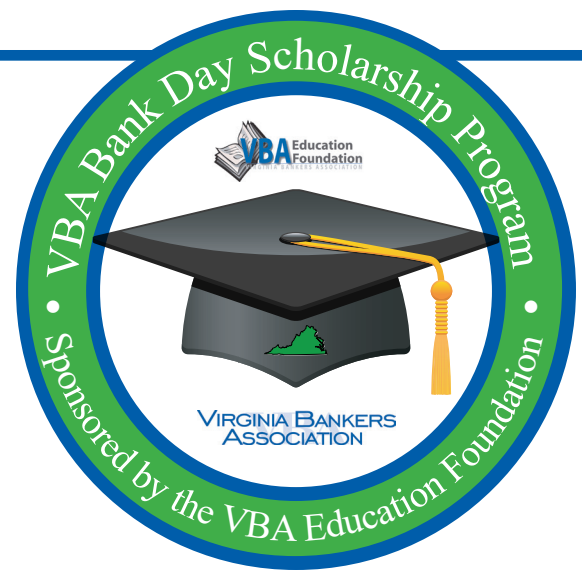
Absolutely! For some of these students, this is their first time behind the scenes in a place of business. Gentle reminders before you begin your day will ensure that students know the expectations of being guests at your bank.

Do you have more questions about Bank Day?

Contact Monica McDearmon at mmcdearmon@vabankers.org or 804-819-4743.

VBA Bank Day Scholarship Program

DOS AND DON'TS



Do stay in touch with the VBA! Keep us updated on your plans for Bank Day and contact us with any questions you have during the planning process - we're here to help!

Don't "sell". This is a learning opportunity for the students. If the schools get wind that there's a sales pitch involved in Bank Day, they may not send students in the future.

Do plan around your schedule. Bank Day can be held on any day, as long as you give the students enough time to write and submit their essays before the deadline.

Don't lose their attention. Keep each session to a 40-45 minute time slot and allow for breaks. Include a variety of activities for all learning styles. Try to keep your discussions somewhat connected to their world.

Do start the day with basic information. Identify goals and objectives and establish rules and guidelines. Discuss the Bank Day essay topic early in the day and mention it throughout their visit. Make sure you have enough planned to occupy their entire visit. Be personable and learn their names.

Don't talk about the same thing. If students are meeting with multiple bank employees, make sure the employees are each covering a specific topic and aren't mentioning topics over and over.

Do use a soup to nuts presentation. The VBA provides turnkey PowerPoint presentations for this purpose, which can be adapted for your bank. It will keep you on topic and allow you to cover important industry and financial literacy topics.

Don't let students get you off-topic. Redirect questions that are not on point.

Do play a game. Keep the games interactive and engaging.

Don't write the essay for them. Feel free to give tips, but the students need to write their own essays without assistance. If you read a student's essay, feel free to provide constructive feedback, but do not rework the document or essay for them.

Do be cautious of food allergies. Try to avoid giving students anything that includes nuts or chocolate. The VBA will share any dietary restriction information from the students' registration forms with the students' host bank.

Don't bash the competition. We want your students to understand the role and value of your bank as well as the banking industry as a whole.

Do enjoy yourself! The students are more appreciative than you know!

VBA Bank Day Scholarship Program

SCHEDULE SUGGESTIONS

Mix-and-Match Schedule Suggestions to Create Your Own Bank Day Agenda:

Bank Tour

Show the students around the branch: review the teller line, the teller window, the vault, etc.

Careers in Banking Presentation

Using the customizable Careers in Banking PowerPoint template provided by the VBA (available in the Resource Manual), have members of your bank discuss their story and how they got into the industry.

Understanding Credit & Managing Student Loans Presentation*

Using the customizable Understanding Credit & Managing Student Loans PowerPoint template provided by the VBA (available in the Resource Manual), have members of your bank discuss the importance of establishing credit, understanding credit scores and making informed financial decisions about paying for college.

Department Visits

Introduce representatives from each department the students will visit. Allow the representative to explain what he or she does at the bank with reference to how the job relates to the mission of the bank and how it affects the community. It is also a great time to discuss the bank's financial literacy efforts*.

Banks can split the group of students into smaller groups to visit a certain department. After their visits, have them make a short presentation to the larger group about what they learned in their departments. Sample department activities include:

Commercial Lending Department - If possible, arrange to take the students on a customer call or arrange for a visit to/from a business client in the community.

Human Resources Department - Have the students complete a sample job application. Discuss appropriate interview attire and run through a sample interview. Provide information on what you look for in potential candidates and steps students can take to become a banker.

Loan Department - Have students review the loan process, the importance of good credit, and the importance of saving in order to become a qualified borrower*. The students could complete a mock loan application to gain an understanding of what is asked during the process. Stress the fact that banks contribute to the community through lending*.

Marketing Department - Explain how banks are involved in the community*. Include what organizations the bank supports, the personnel the bank provides to attend and volunteer at community events, etc. Also discuss the bank's presence on social media and other communication channels.

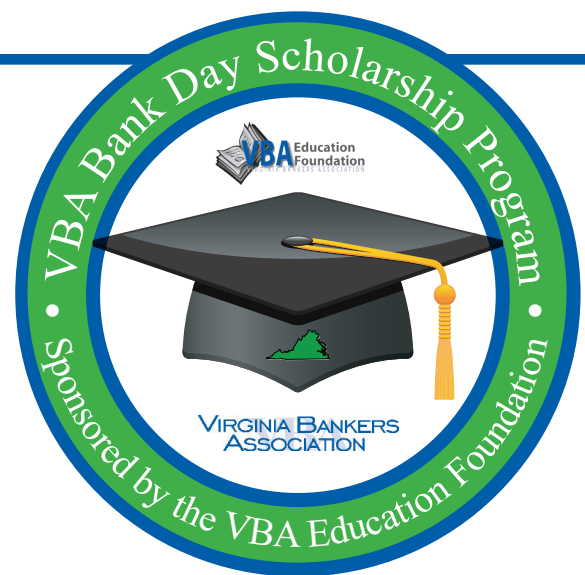
Lunch with Banker Contact and Senior Banker

Involve your CEO or manager in the program if possible or consider having the students have one-on-one lunches with emerging bank leaders to discuss career paths into the banking industry.

Student Survey & Dismissal

Have the students complete a survey about their experience before they leave for the day. This will give you valuable feedback about your program (sample survey available in the Resource Manual). This is also an opportunity to send the students home with useful information from the bank and/or a souvenir of the day with your bank's logo on it.

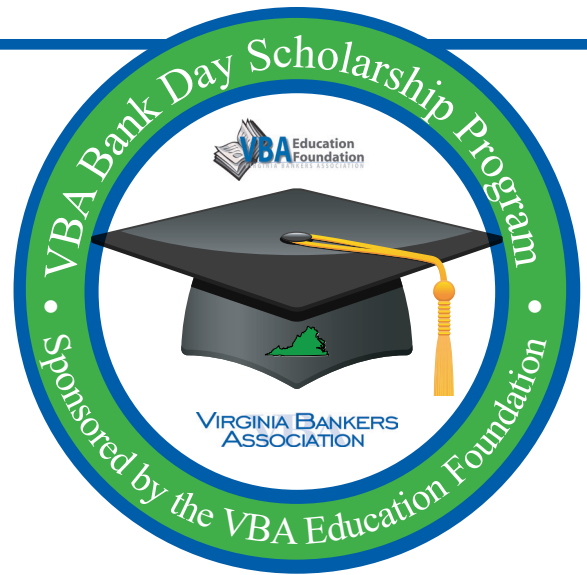
**This information will be key to provide in order for the students to successfully complete their comprehensive essay.*



VBA Bank Day Scholarship Program

BANK DAY POWERPOINT USER GUIDE

A special thank you to First National Bank for creating the Bank Day PowerPoint for their program and for letting us adapt it and use it as a resource for all banks participating in the VBA Bank Day Scholarship Program.



This PowerPoint is broken into five parts, covering:

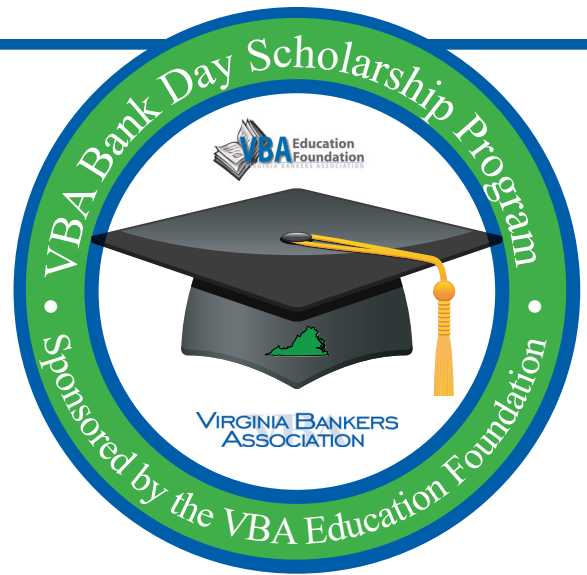
- *Banking Fundamentals*
 - *Deposit Accounts*
 - *Loan Products*
 - *E-commerce*
 - *Investing Basics*
- Click here to download the PowerPoint presentation:
<http://www.vabankers.org/bank-day-resources>
 - This PowerPoint can be used however you deem fit. Feel free to delete slides or add images, quotes, video clips, and more.
 - On some slides, there is extra information written in the notes section to help you with your presentation.
 - The PowerPoint is broken down into five sections. Consider having a different employee present each section, but make sure that you coordinate with each other.
 - After each section, make sure the students are still following you. Leave time for questions and take breaks if necessary.
 - Pass out sample documents and visual aids for the different sections if possible.
 - Provide contact information for each employee that speaks so that students can follow-up afterwards with questions or for guidance with their essays.

*If you need help creating/editing your Bank Day PowerPoint, please email
Monica McDearmon at mmcdearmon@vabankers.org.*

VBA Bank Day Scholarship Program

CAREERS IN BANKING

POWERPOINT USER GUIDE

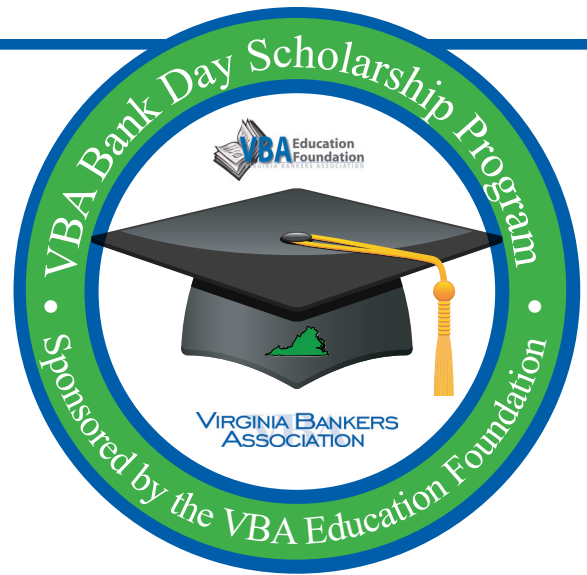


This PowerPoint can be used as a introduction to your bank and the bankers that will be leading the program. This PowerPoint exposes students to banking as a viable career option while also giving a general industry introduction.

- Click here to download the PowerPoint presentation:
<http://www.vabankers.org/bank-day-resources>
- This PowerPoint can be used however you deem fit. Feel free to delete slides or add images, quotes, video clips, and more.
- On many of the slides, there is extra information written in the notes section to help you with your presentation.
- The PowerPoint has been broken down into two main sections. Consider having at least two bankers present together. Slides 9-12 can be copied to include additional bankers in the presentation.
- This PowerPoint gives you an opportunity to showcase the different ways your bank supports your community (slides 21-22). Be sure to include pictures of bankers at community events.
- After each section, make sure the students are still following you. Leave time for questions and take breaks if necessary.
- Provide contact information for each employee that speaks so that students can follow-up afterwards with questions or for guidance with their essays.

If you need help creating/editing your Careers in Banking PowerPoint, please email Monica McDearmon at mmcdearmon@vabankers.org.

VBA Bank Day Scholarship Program UNDERSTANDING CREDIT & MANAGING STUDENT LOANS POWERPOINT USER GUIDE

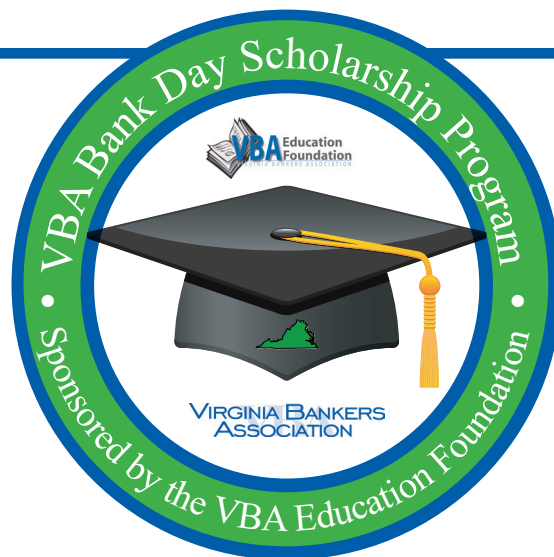


This PowerPoint can be used to focus on the importance of understanding credit, credit score, and making informed decisions about paying for college.

- Click here to download the PowerPoint presentation:
<http://www.vabankers.org/bank-day-resources>
- This PowerPoint can be used however you deem fit. Feel free to delete slides or add images, quotes, video clips, and more.
- On many of the slides, there is extra information written in the notes section to help you with your presentation.
- The PowerPoint has been broken down into two main sections. Consider having at least two bankers present together.
- This PowerPoint can be supplemented with two additional resources (both available for download on the Bank Day resources webpage):
 - Paying for College resource
 - Snapshot of Federal vs. Private Loans resource
- This PowerPoint also has a student guide that contains more information and copies of each slide. Click here to download the student guide:
<http://www.vabankers.org/bank-day-resources>
- After each section, make sure the students are still following you. Leave time for questions and take breaks if necessary.
- Provide contact information for each employee that speaks so that students can follow-up afterwards with questions or for guidance with their essays.

If you need help creating/editing your Understanding Credit & Managing Student Loans PowerPoint, please email Monica McDearmon at mmcdearmon@vabankers.org.

VBA Bank Day Scholarship Program BONUS TIPS!



Top 10 Tricks for a Successful Presentation to Students

(From the Federal Reserve Bank)

Organization is key.

Practice your lesson or activity.

Speak with confidence.

Use a "teacher voice."

Start with a "hook."

Watch for non-verbal feedback.

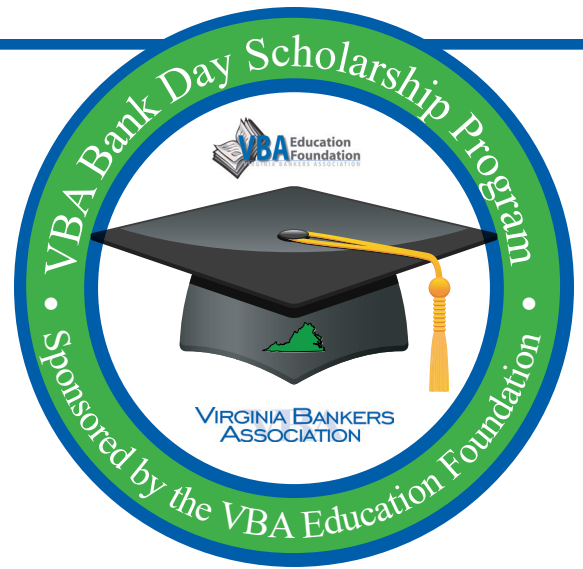
Give real-world examples.

Use AV aids to enhance your lesson.

Have an extra activity or discussion question ready.

Enjoy yourself!

VBA Bank Day Scholarship Program GIVE A GIFT!



Here are some options for Bank Day student gift bags and/or prizes:

\$2 bills

Candy bar wrapped with a voucher for opening a savings account,
funded by the bank

Reusable grocery totes

Pencils

Pens

Keychains

Candy or healthy snacks (avoid chocolate and peanuts)

ID cases

Tervis Tumblers or similar

Sticky notes

Drawstring backpacks

Pop sockets

Smart phone screen sweeps

Hand sanitizer bottles

Cell phone power bank