

# VBA BANK DAY SCHOLARSHIP PROGRAM

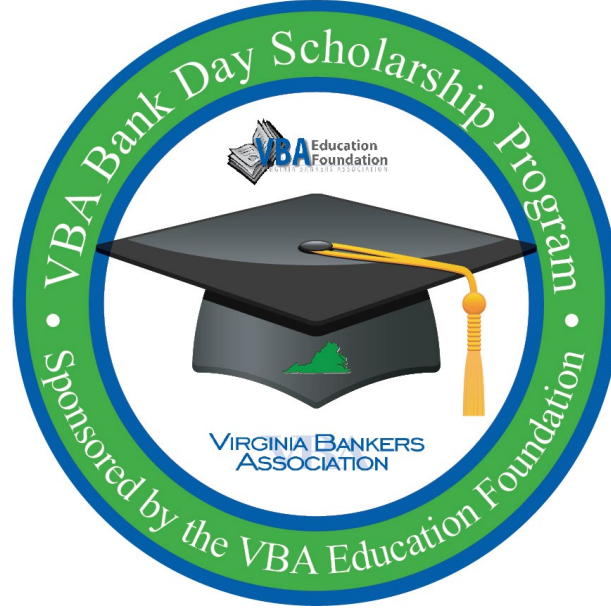
2023 INFORMATIONAL MEETING



# TODAY'S AGENDA

- What is Bank Day?
- Plans for 2023 Program
- What Does it Mean to be a Bank Host?
- Review Roles of the VBA vs. Bank Hosts
- Review Program Timeline and Next Steps for Banks and Students





# WHAT IS BANK DAY?

# WHAT IS BANK DAY?

- In 1991, the 3rd Tuesday in March was declared Bank Day in Virginia by the Virginia General Assembly.
- Through this program, Virginia high school seniors learn about banking, financial services, and the vital role banks play in their communities.
- Bank Day is also our opportunity to expose young people to the merits of careers in banking.
- The students are required to write essays based on their experiences and college scholarships are awarded on the basis of the essays.



# WHAT IS BANK DAY?

- This is the **12<sup>th</sup>** year since the program was revived and reformatted in 2012.
- Since 2012, the Foundation has awarded **\$244,000** in scholarships to **116** students.
- Last year, more than **420** students registered to participate at **19** banks!



# ESSAY TOPIC

Using what students learned during their Bank Day experiences, students will be asked to write essays on the following topic:

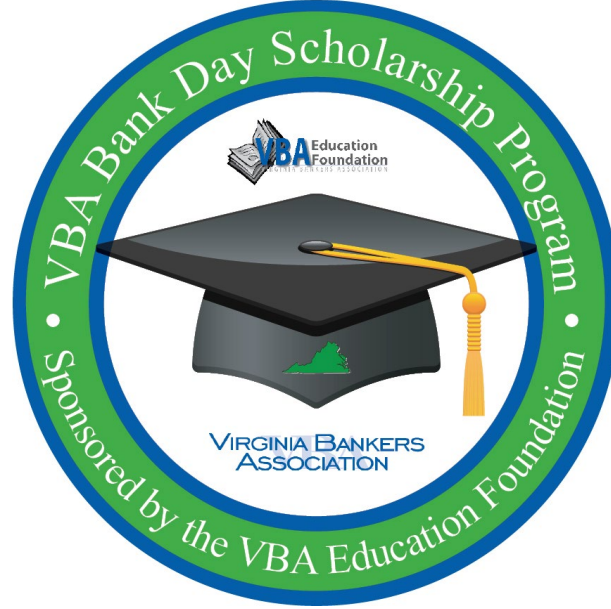
*What did you learn during the Bank Day program that will help you manage your financial future AND what did you learn about how banks support their communities?*



# 2023 SCHOLARSHIP AMOUNTS

- In 2023, **\$26,000** in college scholarships will be awarded by the Virginia Bankers Association Education Foundation to **twelve** students across the Commonwealth.
- **Six** honorable mention winners, each winning a \$1,000 scholarship.
- **Six** regional winners, each winning a \$2,500 scholarship.
- **One** of the regional winners will also be named the statewide winner, earning an extra \$5,000 scholarship for a total of **\$7,500** in college scholarships!





# PLANS FOR THE 2023 PROGRAM



# PLANS FOR 2023

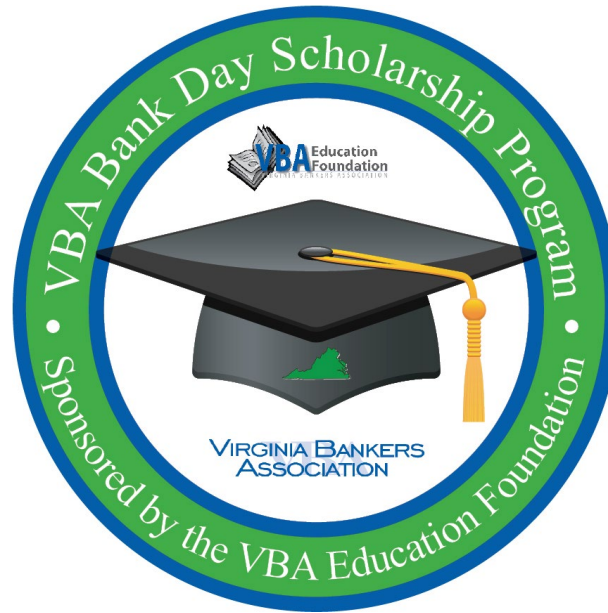
- Supplemental content will be provided from the VBA, just like the past few years, over a three-week window beginning March 13th.
- Students will access the content on a VBA-created Bank Day resource webpage that will house all relevant information that students will be able to use to complete their essays for a chance to win college scholarships.
- In order to provide a consistent experience for all students, host banks will be asked to host their students for Bank Day – ideally in person – at some point during the three-week window.



# STUDENT RESOURCE WEBPAGE

- Resources will cover a variety of banking industry topics, career opportunities in banking and ways banks support their communities. Sample content will include:
  - Scholarship amount information, program timeline and essay information
  - Recognition of bank hosts
  - Resources: Watch
    - A library of videos created by bankers from across the Commonwealth and the VBA staff
  - Resources: Read
    - Articles written by bankers, VBA staff, VBA Associate Members and industry experts
  - Resources: Listen
    - Podcasts and interviews from industry experts including *ABA Banking Journal* and the Federal Reserve



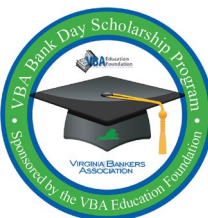


# WHAT DOES IT MEAN TO BE A BANK HOST?

YOUR ROLE IN THE 2023 PROGRAM

# VBA ROLE VS. BANK ROLE

- Bank hosts will...
  - Solicit student registrations through connections at local schools.
  - Send email reminders to registered students about program resource window using templates provided from the VBA.
  - Send email reminders to students about essay deadlines using templates provided from the VBA.
  - Host students – ideally in person – during the three-week window.
  - Provide supplemental resources to your specific list of registered students.
- The VBA will...
  - Provide resources, templates and support to bank hosts.
  - Collect student registrations and communicate registration lists/student contact information to host banks.
  - Communicate with all registered students in the weeks leading up to the program about access to the student resource webpage.
  - Create content for and provide access to student resource webpage.
  - Collect essays from students, coordinate judging and award scholarships.



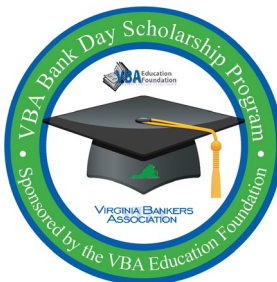
# WHAT RESOURCES WILL THE BANK HOSTS RECEIVE?

- Email templates for school outreach to begin soliciting student registrations.
- Link to online student registration form.
- Bank Day one-page promotional flyer to share with schools.
- Essay guidelines and criteria to share with schools.
- Sample agendas for Bank Day gatherings.
- Ideas for supplemental resources for banks to send to students.
- Email reminder templates to use as the program gets closer.



# BANK DAY GATHERINGS

- Banks will host a gathering – ideally in person – for students during the Bank Day window to provide an opportunity for students to meet with bankers, hear about ways your bank supports your community, meet the other students and ask questions.
- This is a great way to get your bank’s senior leadership involved!
- Please note that student attendance at the gathering is not required. If a student is unable to attend the Bank Day gathering, they are still eligible for the scholarships; students will have enough information from the VBA provided resources to write a comprehensive essay.
- If your bank hosts a virtual gathering, consider recording it to share with any students who were not able to attend “live”!



# IDEAS FOR SUPPLEMENTAL RESOURCES

- Supplemental information should focus on ways your bank supports and engages with the community you serve. Examples include:
  - A contact at the bank who is available to answer questions during the Bank Day window while students are doing research to answer any questions they may have.
  - Pre-recorded messages from senior leadership.
  - Media mentions, articles, and/or press releases showing ways your bank has supported the local community.
  - Pictures and/or videos of bankers at community events.
  - Links to your bank's social media channels where community support and involvement is highlighted.





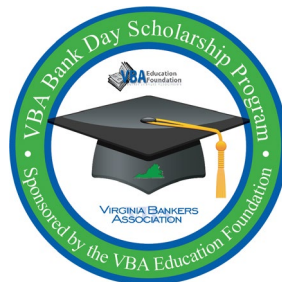
# PROGRAM TIMELINE & NEXT STEPS

FOR BANK HOSTS AND STUDENTS



# PROGRAM TIMELINE

- **December**
  - Resources for bank hosts available from the VBA
- **January**
  - Student registration opens - bank hosts solicit student registrations
- **February**
  - Student registrations continue
  - Bank hosts remind schools about the program
  - Bank hosts work on plans for gatherings and any supplemental resources they will provide
- **March**
  - March 3<sup>rd</sup> – student registration closes
  - Week of March 6<sup>th</sup> – students receive program details from the VBA
  - March 13<sup>th</sup> – Bank Day resource window opens; students receive access to resource webpage from the VBA
- **March continued**
  - Beginning March 13<sup>th</sup> – Banks host gatherings for students and send supplemental resources to registered students
  - March 31<sup>st</sup> – Bank Day resource window closes; students essays due to VBA by 5:00 p.m.
- **April**
  - By the end of April – Honorable Mention and Regional winners announced
- **May**
  - By May 5<sup>th</sup> – Statewide winner announced



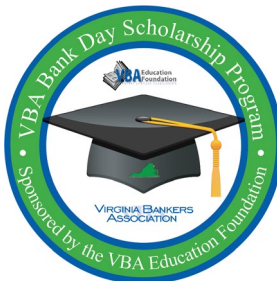
# NEXT STEPS FOR BANK HOSTS & STUDENTS

## ■ Bank Hosts

- Complete the bank interest form on the VBA website.
- Explore the resources and templates from the VBA. Determine who at your bank will lead the bank's efforts with this program.
- Begin discussions about what supplemental resources your bank would like to provide.
- Begin outreach to local schools to solicit student registrations.
- Be on the lookout for communications from the VBA!

## ■ Students

- Learn about the opportunity through their school guidance department or scholarship coordinator.
- Officially register with the VBA (beginning in January).
- Receive communication from the VBA about the program the week of March 6<sup>th</sup>.
- Receive access to the VBA resource webpage beginning March 13<sup>th</sup>.
- Receive access to any supplemental information from bank hosts beginning March 13<sup>th</sup>.



QUESTIONS?

