

# VBA BANK DAY SCHOLARSHIP PROGRAM

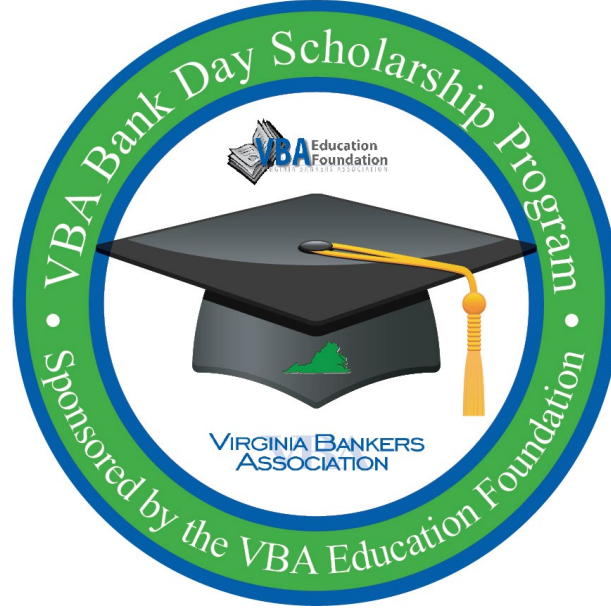
2024 INFORMATIONAL MEETING



# TODAY'S AGENDA

- What is Bank Day?
- 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?

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- 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 **13<sup>th</sup>** year since the program was revived and reformatted in 2012.
- Since 2012, the Foundation has awarded **\$270,000** in scholarships to **128** students.
- More than **470** students registered to participate at **26** banks for the 2023 program!



# 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?*



# 2024 SCHOLARSHIP AMOUNTS

- In 2024, **\$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!





# WHAT DOES IT MEAN TO BE A BANK HOST?

YOUR ROLE IN THE 2024 PROGRAM



# VBA ROLE VS. BANK ROLE

- Bank hosts will...
  - Using templates provided from the VBA,
    - Solicit student registrations through connections at local schools.
    - Send email reminders to registered students about program resource window;
    - Send email reminders to students about essay deadlines; and
    - Communicate with all registered students about access to the student resource webpage.
  - Host students – ideally in person – in March.
  - 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.



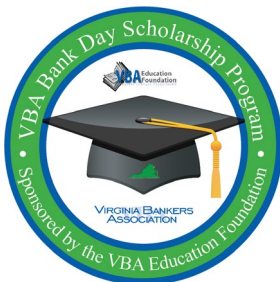
# BANK DAY GATHERINGS

- Banks will host a gathering – ideally in person – for students in March 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!
- If your bank hosts a virtual gathering, consider recording it to share with any students who were not able to attend “live”!
- **Please note that student attendance at the gathering is required.**



# 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 any questions students may have while they are doing their research.
  - 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.



# VBA STUDENT RESOURCE WEBPAGE

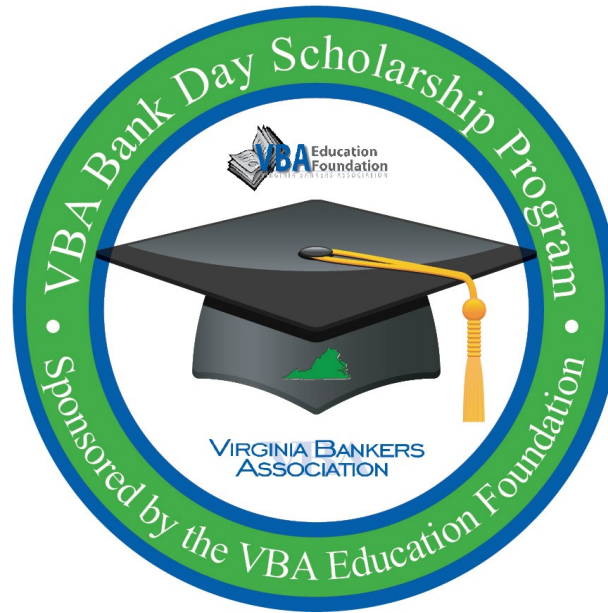
- VBA resources will cover a variety of banking industry topics, career opportunities in banking and ways banks support their communities. Sample content will include:
  - Scholarship amount information, program timeline and essay information
  - Recognition of bank hosts
  - Resources: Watch
    - A 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 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 templates to use as reminders as the program gets closer.





# 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 1<sup>st</sup> – student registration deadline\*
- Banks host gatherings for students and send supplemental resources to registered students

## ■ March continued

- March 4<sup>th</sup> – students receive program details from the VBA and access to resource webpage from the VBA
- March 29<sup>th</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 3<sup>rd</sup> – Statewide winner announced

*\*Deadline is flexible for banks hosting later in March.*



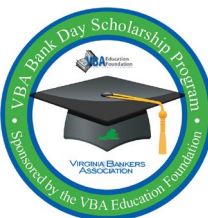
# NEXT STEPS FOR BANK HOSTS & STUDENTS

## ■ 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 program details from bank hosts in late February/early March.
- Receive communication from the VBA about the program and access to the VBA resource webpage the week of March 4<sup>th</sup>.
- Receive access to any supplemental information from bank hosts in March.





QUESTIONS?

