

# **UNION BANK** **OAKLAND USD PARTNERSHIP**

**MetWest High School Student Bank Branch**  
**Bobbie Salgado**  
**December 2, 2015**

# METWEST HIGH SCHOOL, OAKLAND UNIFIED SCHOOL DISTRICT

## To Be Opened 2016-2017 School Year\*

### BRANCH CHARACTERISTICS AND HIGHLIGHTS

- MetWest High School (Title 1 school)
  - 295 East 11<sup>th</sup> Street – Low-Income Census Tract
  - Closed campus — “limited access branch”
  - Limited hours (specifics to be determined)
  - Run by 10-12 student interns with support of UB branch manager
- Conversations with OUSD began in 2014
- After discussions with District and Bank Security, MetWest was identified as primary candidate
- Legal negotiations began in early 2015 with agreement reached in October 2015



\* Timing is dependent upon California Division of the State Architect (DSA) permitting process.

# UNION BANK'S STUDENT BANK BRANCH COMMITMENT

## Union Bank's Commitment

- Union Bank is committed to providing financial education through a variety of outlets, including student-run branch operations
- We currently are operating at five schools
- Ultimately, we envision ten to fifteen branches across our footprint and hope to partner with local School Districts to do so
- Union Bank covers all expenses associated with building the branch to include construction costs, equipment, as well as ongoing staff costs
- Students receive classroom credit for participation in the program with Union Bank to pay up to \$1,500 per student in educational stipends
- Curriculum has been approved as an accredited A-G certified class (provided by Bank)



**OAKLAND UNIFIED  
SCHOOL DISTRICT**

*Community Schools, Thriving Students*

## School District's Commitment

- School to provide space for branch on campus at no charge to bank
- Identify faculty instructor / branch liaison
- Once an instructor is identified, we can connect with instructors from other schools
- Class is offered as a Regional Occupational Program (ROP) in most Districts

# STUDENT BANKING HIGHLIGHTS

A High School branch partnership offers a catalyst for financial education first within the student body and their parents, later reaching further into the community.

## **Student Interns as “Bankers”**

- An innovative, “hands on” learning environment for student interns to gain practical experience associated with business and finance
- Interns will obtain high school credit for their work in the branch, which is supported by a Business and Finance curriculum coordinated by a High School faculty member and a Union Bank branch manager working in tandem with the students
- Twenty hour job shadow
- Required teller certifications to be completed

## **Who would be eligible to become a student intern?**

- Interested students may apply as Juniors for participation as Seniors
- Interns must complete an application and interview process, have at least three letters of recommendation, and maintain the minimum GPA necessary to participate on sports teams and other extra-curricular activities
- All Union Bank employees and support staff, including student interns, must agree to providing fingerprints for background check; therefore, parental permission is required to participate in the program

# POSSIBLE STRATEGIES TO PROMOTE FINANCIAL EDUCATION

## Money Smart for Young Adults

- Eight module program targeting students, with interns and bank staff as instructors
- In time, we hope to develop a train-the-trainer program and have selected high school students to teach the program to middle and elementary school aged children
- Have financial education classes in April for Financial Literacy Month
- Have financial education material and information available on school website
- Have financial education information available in the school newspaper
- Offer peer-to-peer financial education “coaching” during branch hours as demand permits



## Parents University

- Parents complete the 10 module Money Smart Program
- Have separate classes in English and Spanish
- Union Bank will provide bilingual staff members from the surrounding area to teach classes and/or to assist our student interns in teaching classes in Spanish
- Depending upon the financial needs of the participating parent, graduation from the program might include Union Bank incentives associated with banking products and services



# FORMAL REQUEST FOR APPROVAL AND NEXT STEPS

## Formal Request

- Contract Negotiations Finalized October 31, 2015 between MetWest & MUFG Union Bank
- Regional Executive Elaine Geneviro signed on behalf of MUFG Union Bank mid-November
- OUSD Legal General Counsel scheduled Board presentation
- MUFG representation respectfully requests OUSD School Board approval

## Next Steps

- Finalize site plan and submit to DSA for approval
- Commence construction once approval is obtained
- Staffing decisions for bank and the school (including student selection)
- Student Branch program typically begins upon completion of construction

For general questions about the program, please contact:

Bobbie Salgado  
Director / CRA Strategy & Operations  
[bobbie.salgado@unionbank.com](mailto:bobbie.salgado@unionbank.com)  
916.449.1343



# MCLANE HIGH SCHOOL BRANCH, FRESNO

## Open March 2011

### BRANCH CHARACTERISTICS AND HIGHLIGHTS

- McLane High School (Title 1 school)
  - 2727 N Cedar — moderate-income location
  - Closed campus — “limited access branch”
  - Open M-W-F with limited hours
  - Run by student interns with support of UB branch manager
- 2 Platform Desks and 2 Teller Windows
- 2014 School Year the student interns conducted 40 sessions of an “Introduction to Banking” which included 1,115 students



Teller Line



Nested Safe



# LINCOLN HIGH SCHOOL BRANCH, LOS ANGELES

Open May 2014

## BRANCH CHARACTERISTICS AND HIGHLIGHTS

- Lincoln High School (Title 1 school)
- 3501 N. Broadway – Low Income Census Tract
- Closed campus — “limited access branch”
- Good location on campus – adjacent to the cafeteria operated during lunch hours
- Open M&W-F with limited hours
- Run by 12 student interns with support of UB branch manager
- 2 Platform Desks and 2 Teller Windows
- Offers Parents University



# CRENSHAW HIGH SCHOOL BRANCH, LOS ANGELES

Open May 2014



## BRANCH CHARACTERISTICS AND HIGHLIGHTS

- Crenshaw High School (Title 1 school)
  - 5010 11<sup>th</sup> Avenue – Moderate Income Census Tract
  - Closed campus — “limited access branch”
  - Open M-F with limited hours
  - Run by 13 student interns with support of UB branch manager
- 2 Platform Desks and 2 Teller Windows

# SAMPLE MARKETING MATERIALS FOR STUDENT BRANCH (SIDE 1)

Get started  
on the right  
financial  
footing  
with teen  
banking.

For more account information, see our applicable Simply Stated Product Guide. For terms and conditions governing our deposit accounts, see our All About Personal Accounts & Services Disclosure and Agreement and Personal Accounts Fee Schedule. For more information, visit your local branch or [unionbank.com](http://unionbank.com).

1 Other fees, such as overdraft fees of \$15 per day, may apply.  
2 A checking, savings, or money market account linked to Teen Access® checking requires an adult joint account owner. See Personal Accounts Fee Schedule for details.  
3 Federal regulation limits certain types of withdrawals or transfers from your savings or money market account (including online/telephone transfers and Deposit Overdraft Protection transfers) to a maximum of 6 each monthly statement period (money market accounts) or calendar month (savings accounts or money market accounts) when the statement period date was requested on a specific day. Union Bank will charge a \$15 Excess Activity Charge for each transfer exceeding the limits. If you exceed these limits, the Bank is required to close your account or convert your account to one not subject to transfer limitations. If your account is closed or converted due to excessive activity, you will not be able to open another Union Bank savings and/or money market account for 12 months from the time the account is closed or converted.

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**BANK  
AT YOUR  
SCHOOL**



 **FOR THE STUDENTS OF  
ABRAHAM LINCOLN  
HIGH SCHOOL**



Marketing materials are customized for each school. Photos are updated to represent the appropriate demographics for the school.

In addition, the name of the high school, the logo/mascot image and hours of operations are personalized for each school.



# SAMPLE MARKETING MATERIALS FOR STUDENT BRANCH (SIDE 2)

Now you can bank on campus *and* learn more about financial responsibility.

Stop by the Union Bank® Abraham Lincoln High School branch to learn real-world money management skills that can help you plan and save for your future. The branch is conveniently located on campus, and staffed by Abraham Lincoln student bankers who can help you open a savings or checking account designed especially for teens.

## Accounts that help you save and manage your money

Whether you're saving for a car, a computer or for college, a Teen Savings account can help you reach your goals. If you're interested in greater access and flexibility in managing your money, you can also open up a Teen Access® checking account with debit card. The Teen Access account must be jointly owned with an adult.

ACCOUNTS FOR AGES 13 TO 17	Teen Savings (ages 13 to 17)	Teen Access® (ages 13 to 17)
Which account is best for you?	You are a teen who wants to start saving money for the future	You are a teen who wants more financial independence and responsibility
Minimum opening balance	\$1	\$100
Monthly service charge <sup>1</sup>	\$0	\$0
Earns interest	YES	NO
Other features	<ul style="list-style-type: none"> <li>• Union Bank ATM card with \$100 daily withdrawal limit (subject to available account balance)</li> <li>• Monitor your account, online, day or night</li> </ul>	<ul style="list-style-type: none"> <li>• Union Bank ATM or Debit Card with a choice of preset daily limits</li> <li>• Overdraft protection via a linked checking, savings, or money market account<sup>2,3</sup></li> <li>• Access to Online Banking and Online Bill Pay</li> <li>• Teen Access requires an adult joint account owner</li> </ul>

For more account information, see our applicable Simply Stated Product Guide.



## ABRAHAM LINCOLN HIGH SCHOOL BRANCH

Abraham Lincoln High School  
(located in the 500 Building)  
3501 North Broadway  
Los Angeles, CA 90031  
323-909-1030



## BRANCH HOURS

Monday, Wednesday, Thursday and Friday  
10:00 a.m. - 3:00 p.m.  
Open to students and faculty only

[unionbank.com/youthbanking](http://unionbank.com/youthbanking)



## YOU ARE A ROLE MODEL.

You set a brilliant example for students everywhere. You blaze a trail for those to come. You advance the causes of your generation with your strength and dedication. For your inspired leadership, we salute you.

Congratulations to our 2015 student bankers.

Union Bank® is proud to partner with Abraham Lincoln High School.

[unionbank.com](http://unionbank.com)   



Abraham Lincoln  
High School Branch  
323-909-1030

Wendy Estrada  
Branch Manager  
3501 North Broadway  
Los Angeles, CA 90031

Grace Buenrostro  
Branch Service Officer  
3501 North Broadway  
Los Angeles, CA 90031

The bank supports our schools in many ways ranging from participating in school pep rally's, student fairs and even in the Yearbook.

Union Bank Corporate Office in San Francisco hosted McLane High School students and offered a tour of the facilities and provided management



# NPR RESEARCHES STUDENT RUN BRANCH OPERATIONS



Lincoln High School Branch Entrance

Link to the NPR story:

<http://www.npr.org/2014/06/04/318489887/as-banks-open-in-schools-a-chance-for-students-to-learn-to-save>

- NPR reporter, Alex Schmidt, conducted interviews with LAUSD executives and UB staff involved with the launch of the program and with students selected as interns
- In addition, she sought the opinion of University of Wisconsin-Madison professor, J. Michael Collins
- The story speaks of the benefits of teaching students to save and the “grand experiment on financial literacy in the schools” while putting banks on notice that they have a responsibility not to take advantage of a vulnerable student population
- When asked if Union Bank was up to the challenge to train students on the complicated subject of financial responsibility, we responded with an unqualified “Absolutely!”



July 14, 2014

## High Schoolers Learn Personal Finance Through On-Campus Banking

Simulated and real-world banking activities can help teens understand personal finance better.

By Alexandra Pannoni

July 14, 2014 | 8:00 a.m. EDT



Many teens in the U.S. have a [basic understanding](#) of how to manage money. But using real financial products, such as a savings account, could help them understand the complicated topic better.

Experience using financial products may reinforce students' financial literacy, according to a [report published in July](#) from the Organisation for Economic Cooperation and Development. The report from the international organization assessed the financial literacy of teenagers from around the globe.

[Find out [ways to engage high schoolers in personal finance](#).]

That's certainly been the case among students at [high schools in California](#) with banks on campus, says Jan Woolsey, managing director of Community Reinvestment Act strategy and operations at MUFG Union Bank.

Union Bank has branches at three public high schools in the state. They are operated by student bankers who are supervised by a Union Bank employee. The student bankers receive a small stipend and scholarship for their work. Students, parents and faculty at the schools are able to use the banks' services.

The student bankers complete an academic class concurrently with a work-study program and gain financial knowledge and business skills, Woolsey says.

"They hold their heads higher," she says. "They're more polished. They are able to talk about finances with their peers and their parents and have been able to impact those closest to them."

Link to the U.S. News & World Report story:

<http://www.usnews.com/education/blogs/high-school-notes/2014/07/14/high-schoolers-learn-personal-finance-through-on-campus-banking>