

May 10, 2016

Department of the Treasury
Office of Financial Education
1500 Pennsylvania Avenue, NW
Washington, DC 20220
OFE@treasury.gov

Re: Draft Update – Promoting Financial Success: National Strategy for Financial Literacy

To Whom It May Concern:

On behalf of the 1.453 million credit union members we represent, the Heartland Credit Union Association (HCUA) appreciates the opportunity to provide input on the Financial Literacy and Education Commission's (Commission) request for comment regarding the draft National Strategy for Financial Literacy Update (Update).

HCUA supports the draft Update as outlined by the Commission. We believe the four goals identified by the Commission are critical to enhancing our nation's level of financial literacy. Further, we believe credit unions are capable of assisting the Commission in achieving these goals. In particular, credit unions are a natural partner to assist in achieving the first goal of increasing awareness of and access to effective financial education. Credit unions place a heavy emphasis on connecting directly with their members. This applies equally to answering a member's question about a loan product as it does to educating a member on how to pay for college or save for retirement.

Credit unions invest heavily in financial education, and have conducted thousands of educational sessions, from educating students in the classroom to adults at the local credit union branch. Credit unions are often embedded in high schools and universities, offering a full spectrum of financial resources and tools for young people just starting their financial lives. Many credit unions have one or more certified financial counselors on staff, and credit unions have provided millions of Americans with formal and informal financial counseling. When it comes to financial capability, credit unions truly are a smarter choice for American families to obtain the financial knowledge and tools necessary to succeed.

As always, we appreciate the opportunity to review this issue. We will be happy to respond to any questions regarding these comments.

Sincerely,



Brad Douglas
President/CEO

1828 Swift Avenue
Suite 100
Kansas City, MO 64116

223 Madison Street
Jefferson City, MO 65101

2055 Craigshire Road
Suite 200
Saint Louis, MO 63146

901 SW Topeka Boulevard
Topeka, KS 66612

2544 North Maize Court
Suite 100
Wichita, KS 67205