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EXECUTIVE ORDER No. 33

**Relating to the Creation of the
Governor's Task Force on Financial Education**

WHEREAS, numerous state and national authorities on the issue of financial education have documented a need for increased financial education in Wisconsin and nationally; and

WHEREAS, the Wisconsin Legislature, through 2001 Senate Joint Resolution 31 urged schools to improve the personal money management skills of high school students; and

WHEREAS, the Wisconsin Department of Financial Institutions' ("DFI") Task Force on Financial Competitiveness 2005 - representing Wisconsin's financial industry and consumers - ranked financial illiteracy as a top obstacle to financial competitiveness;

NOW, THEREFORE, I, SCOTT MCCALLUM, Governor of the State of Wisconsin, by the authority vested in me under Section 14.019(1), Wis. Statutes., do hereby:

1. Create the Governor's Task Force on Financial Education (hereinafter "Task Force"); and
2. Provide that the mission of the Task Force shall be to advise the Governor on how public and private organizations can prepare Wisconsin youth for successful entry into and participation in our evolving financial system and to produce a report which will:
 - a. identify the basic financial knowledge and skills which are appropriate and necessary for the successful entry into the financial marketplace by Wisconsin's youth;
 - b. catalog existing successful efforts of financial education by state agencies and private/non-agency organizations;
 - c. assess the adequacy, nature and extent of financial and economic education in Wisconsin and determine whether and where gaps exist in the educational infrastructure;
 - d. foster communication and cooperation between existing entities and programs in financial education;
 - e. identify topics and audiences which could be better served by financial education efforts in Wisconsin; and
 - f. suggest ways to meet the needs identified by the task force.
3. Provide that DFI will be responsible for guidance and administrative support to the Task Force; and

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4. Provide that two Co-Chairs of the Task Force shall be appointed by the Governor to serve at the pleasure of the Governor; and
5. Provide that the other members of the Task Force shall be appointed by the Governor to serve at his pleasure and shall consist of:
 - a. the Secretary of the Department of Financial Institutions or his/her designee;
 - b. the State Superintendent of Public Instruction or his/her designee;
 - c. the Executive Secretary of the Higher Educational Aids Board or his/her designee;
 - d. three Wisconsin State Senators;
 - e. three Wisconsin State Representatives;
 - f. a University of Wisconsin Professor;
 - g. a representative of the Wisconsin Technical College System;
 - h. a representative of the University of Wisconsin Extension;
 - i. a representative of "Economics Wisconsin;"
 - j. two school administrators;
 - k. an educator;
 - l. a student;
 - m. two representatives of private foundations;
 - n. two representatives of banks;
 - o. a representative of credit unions;
 - p. a member of the securities industry;
 - q. a representative of Americans for Consumer Education and Competition (ACEC);
 - r. a representative of the Wisconsin Jump Start Coalition;
 - s. an entrepreneur;
 - t. a representative of a Center for Economic Education; and
 - u. five at-large members; and
6. Provide that the Task Force submit a final report to the Governor no later than July 2002; and
7. Provide that the Task Force dissolve when its final report is received by the Governor.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this fifteen day of November in the year two thousand- one.

Scott McCallum

Scott McCallum
Governor

By the Governor:

Douglas La Follette

Douglas La Follette
Secretary of State