Putting Investors First
Approaches to Investor Education at FINRA

Asia Securities Forum – Panel 2
Osaka, Japan – September 29, 2011
Who We Are

- FINRA is the Financial Industry Regulatory Authority
- Independent, self-regulatory organization created under federal law (Maloney Act of 1938)
- FINRA’s activities are overseen by the Securities and Exchange Commission (SEC)
- Primary layer of investor protection in the federal scheme to regulate securities firms
- All U.S. broker-dealers must become FINRA members and subject to FINRA oversight
- Formed in 2007 as Successor to National Association of Securities Dealers, Inc. (NASD) and New York Stock Exchange Member Regulation Operations
Investor Education at FINRA

FINRA

FINRA Investor Education

FINRA Investor Education Foundation
Investor Education

- Investor Publications
- Tools & Podcasts
- Forums
  - Portable Forum
- Special Projects
  - Job Dislocation
  - Auto 401(k)
  - IFIE
- Integration with Regulation
  - Co-chair ERI Task Force
  - Coordinate alerts and more
General Grants & Evidence-Based Outcomes

Foundation Grantees Are Reshaping Investor Education

- **Published Research**
  - Evaluation of the Stock Market Game®
  - Analyzing employer-provided pre-retirement education
  - Using non-financial measures to detect financial fraud

- **Educational Resources in Broad Use**
  - Learning, Earning and Investing: the Game
  - Online investor education for farm families
  - Learning materials for Native Americans
Grant Making with Partners

1. Smart Investing @ Your Library – American Library Association
2. Financial Education in Your Community – United Way
3. Arbitration Clinics
Beyond Grant Making – Targeted Projects

- National Financial Capability Study
- Generation Money — Financial Literacy for Teens
- Symposia on Social Marketing for Investor Education
- Military Financial Education Project
- Outsmarting Investment Fraud—Senior Investor Protection Program
Financial Capability Study

- Partners: Treasury and President’s Advisory Council on Financial Literacy
- Objective: Seek empirical evidence of combined effect of knowledge, skills and attitudes on consumer behavior
- Three linked surveys:
  - National Survey
  - Military Survey
  - State-By-State Survey

Launch event featured Treasury Secretary Tim Geithner, FINRA and FINRA Foundation Chairman Rick Ketchum and Education Secretary Arne Duncan.
Welcome to the Financial Capability Study

The Financial Capability Study presents groundbreaking state-by-state survey findings that underscore the need to ensure all Americans have access to the education, resources and tools they need to manage their money with confidence. The study aims to assess and establish a baseline measure of the financial capability of adults in the United States by exploring how individuals manage their resources and make financial decisions.

Financial Literacy Quiz

Gauge your financial knowledge—take the quiz and compare your score with the averages in specific states, regions or the nation overall.
Where to Learn More

- **FINRA Web Site:**  
  www.finra.org

- **Foundation Web Site:**  
  www.finrafoundation.org

- **Questions?** Gerri Walsh  
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