



**Our mission is to create a pipeline of future Kansas bankers and enhance the image of the Kansas banking industry.**

In 1999, the Kansas Bankers Association (KBA) established the Kansas Bankers Education Foundation (KBEF) with the goal of educating those interested in pursuing a career in the banking industry and to help educate non bankers about the important role banks play in their communities. To accomplish these goals, KBEF has established its mission and objectives as follows:



## **1. ENHANCE THE KANSAS BANKING INDUSTRY'S IMAGE**

- Create a Kansas Banking Brand that showcases the positive role banks play in their communities.
- Develop a comprehensive media plan, featuring digital advertising and social media to highlight bank activities.



## **2. IMPLEMENT A WORKFORCE DEVELOPMENT STRATEGY TO ATTRACT THE NEXT GENERATION OF BANKING PROFESSIONALS**

- Enhance scholarship offerings to students pursuing banking-related careers.
- Provide guidance to banks wishing to develop or improve internship programs.
- Create a ready-made Workforce Development Tool Kit for banks to use, which includes:
  - » Video ads that banks could re-brand as their own;
  - » Digital and social media postings banks could re-brand as their own;
  - » Resources on the KBA Website; and
  - » Promoting the use of in-person and online banking courses available throughout the state.



## **3. ESTABLISH BANKER SUPPORTED SPONSORSHIP, SCHOLARSHIP AND ENDOWMENT OPPORTUNITIES**

- Support the roles of the KBEF Director and Ambassador to highlight giving opportunities for Kansas bankers.
- Enhance the opportunities for giving to KBEF including:
  - » KBEF Legacy Club
  - » Scholarship Endowments
  - » BLOK Cornerstone Club



## **4. PROMOTE FINANCIAL LITERACY**

- Define the role of and dedicate staff resources to financial literacy education.
- Determine the financial literacy tools available to help educate the public.
- Seek other opportunities for collaboration with other financial literacy partners.