



THE MASSACHUSETTS ECONOMIC EMPOWERMENT TRUST FUND

One Ashburton Place 12th Floor Boston, MA 02108 | (617) 367-3900

Economic Empowerment Trust Fund Meeting

Date: Monday, December 5, 2022

Time: 1:02 PM

Location: Attendees participated remotely via Zoom platform

I. Meeting Call to Order and Roll Call

After she announced that she was travelling as a passenger in the car going to New York to receive the Freda Johnson Award, Treasurer Deborah B. Goldberg called the meeting of the Economic Empowerment Trust Fund ("EETF") to order at 1:02 PM with the following members present for all or part of the meeting:

Treasurer Deborah B. Goldberg, Chair
Elizabeth Barajas-Román, Treasury Appointee
Roy Belson, Treasury Appointee
Jacqueline Furtado, Secretary of Housing and Economic Development Designee
Hamel Husbands, Treasury Appointee
Raichelle L. Kallery, Senate Minority Leader Appointee
Dr. Ellen Kennedy, Treasury Appointee
Former Lieutenant Governor Evelyn Murphy, Treasury Appointee
Todd Ostrowski, Commissioner of Elementary and Secondary Education Designee
Jerry Rubin, Treasury Appointee
Former Mayor of Framingham, Dr. Yvonne Spicer, Treasury Appointee

Absent from the meeting:

Marcony Almeida-Barros, Director of Community Engagement Division Designee
Barbara Anthony, Treasury Appointee
Senator Jamie Eldridge, Senate President Appointee
Tom Moreau, Assistant Secretary for Policy and Planning Designee
Michael A. Prisco, Member, North Reading Board of Selectmen
Daniel J. Ryan, State Representative, 2nd Suffolk District
Representative Steven Ultrino, Speaker of the House Appointee

1:03 PM

Edward Palleschi, Undersecretary of Consumer Affairs and Business Regulation, joins the meeting via phone.

II. Meeting Minutes
(Vote Motion)

1:04 PM

There being no Board discussion, Treasurer Goldberg sought a motion to approve the September 12, 2022, EETF Board Meeting Minutes.

On a Motion by Former Lieutenant Governor Evelyn Murphy, seconded by Dr. Ellen Kennedy, the Board unanimously voted, by roll call vote, to approve the Minutes from the meeting held on September 12, 2022.

Roll Call Vote:

Elizabeth Barajas-Román: Yes

Roy Belson: Yes

Jacqueline Furtado: Yes

Ellen Kennedy: Yes

Evelyn Murphy: Yes

Todd Ostrowski: Yes

Undersecretary Palleschi: Yes

Yvonne Spicer: Yes

Hamel Husbands: Yes

Jerry Rubin: Yes

Treasurer Goldberg: Yes

The motion carried – 11 in favor, 0 against

III. Reports
1:06 PM

a. Executive Director's Report

Ms. Alayna Van Tassel began her report by noting that Federated Hermes provided \$50,000 in funding for the BabySteps Savings Plan. This funding, she added, would be matched in the 2023 state budget, totaling \$100,000. Ms. Van Tassel also announced that the Hildreth Stewart Charitable Foundation pledged \$300,000 to reach families in low-to-moderate communities. She clarified that this would also be matched, totaling \$600,000.

Ms. Van Tassel then announced the latest round of Credit for Life Fairs. She mentioned that this was the first round of grants since 2020. Ms. Van Tassel added that 39 schools received a grant in this round, and an estimated 56,000 students have attended a financial education fair.

Moving on, Ms. Van Tassel announced that the Women in Finance Fellowship was updated to “Women+ in Finance Fellowship” to be as inclusive as possible to women and non-binary students. Applications, she noted, would be live until the middle of December. She also added that this was the first round of the fellowship that the Massachusetts State Retirement Board (MSRB) would host a fellow.

With her last update, Ms. Van Tassel highlighted the Baby Bonds Task Force Findings Report release and accompanying virtual event on December 12. She added that the Task Force composed over 80 volunteers from across the state who met from June through October to make recommendations on how to create a Baby Bonds program in Massachusetts. She noted that the Task Force would release their recommendations at noon during the event, and these recommendations would coordinate with future legislation in the 2023 session.

b. BabySteps Report

Ms. Daphna Gluck briefed the Board on updates regarding the BabySteps Savings Plan. She began her report with the total funding per year, with 4,196 accounts funding \$209,800 in 2020, 9,261 accounts funding \$463,050 in 2021, and 8,110 accounts funding \$405,550 from January to November in 2022. She explained that the lack of growth in account opening compared to 2021 may be due to the state of the market. She clarified that BabySteps was performing better than most 529 accounts.

Ms. Gluck then compared the accounts and checked boxes by month of birth since 2020. The amount of checked boxes was 30,501, 31,532, and 25,084 for 2020, 2021, and 2022, respectively. She added that the numbers may not reflect the final number until the Department of Public Health released its report.

She continued with a community comparison and highlighted a table that represented the change in the absolute number of accounts opened in 2020 compared to 2021. She explained that some areas saw a lot of growth, with positive outcomes in communities like Chelsea.

Ms. Gluck moved on to describe community outreach, naming the Enrollment Hubs as one of the major updates in outreach. She noted that Springfield, Southbridge, Quincy, Cambridge, and Lawrence all had organizations receive enrollment trainings to help families enroll in BabySteps. She explained that these Enrollment Hubs are anchors in communities that allow the Office of Economic Empowerment (“OEE”) to connect more closely with families. She hoped that the OEE would establish Enrollment Hubs in Boston, on the South Coast, and in Worcester.

Ms. Gluck finished her presentation with an overview of BabySteps accounts and contributions and balances. She highlighted that the media contribution was \$3,600 and that balances were lower than contributions due to market performance. She then asked if any members had questions.

Mr. Jerry Rubin asked which kinds of organizations could be Enrollment Hubs. He mentioned that many organizations could be appropriate. Ms. Gluck responded that community action agencies, organizations that help with enrollment in other programs, or organizations that

provide financial literacy education could be Enrollment Hubs. She noted that the team started slowly in Cambridge, but it had since began moving quickly in the past few months to add more organizations across the state.

Mr. Roy Belson asked for updates on Brandeis University's BabySteps report, which identified challenges and suggestions for the program. Ms. Gluck mentioned that the OEE received the report, which identified the low hanging fruit updates of modifications to the mass.gov website, having quick access to the Spanish language form, and working with the Massachusetts Educational Financing Authority ("MEFA") and Fidelity on changes to their sites. She then noted Brandeis' more broad suggestions on the infrastructure of the program. She noted that the funding from the Hildreth Stewart Charitable Foundation and matched funding from the Massachusetts Legislature will be used to increase engagement to low-to-moderate income families in communities. She also said that Enrollment Hubs could be a major part of this.

Mr. Belson later asked to what extent could legislation be explored that might provide continuous assistance for people through their taxes. Ms. Gluck asked for clarification, to which Mr. Belson explained if there could be some sort of a matching incentive to put money into accounts through taxes. Ms. Van Tassel added that the SOARMA program featured matching incentives, that the team had internal conversations on the matter, and that everything was on the table.

c. Grant Reports

i. NAST Financial Wellness Grant/ Financial Wellness for MA State Employees and Retirees Report

Ms. Jessica Keegan opened the grant report section with an update regarding the Financial Wellness program. She explained that over 1,200 accounts had been created since February 2022 and that 1,300 state employees and retirees participated in the summer 2022 pledge. She also added that over 50 employees registered for accounts during the in-person FinWell Farmstand event in October at One Ashburton Place. She noted that the OEE planned to host more in-person programming in the winter, with promotion for future programming conducted via email campaigns. She finished her report by noting a \$1,414.65 deduction mostly for graphic design costs and food services for the in-person event.

ii. Citizens Grant/ Worth & Wealth Seminars and Childcare Startup Grant

Ms. Samantha Perry then provided an update on the Women's economic empowerment financials. She noted that a grant from Citizens was used to host the Worth & Wealth Seminars in early 2022, and additional funding went to the Childcare Startup Grant. Ms. Perry explained that most of the expenditures went to translation and website services.

Moving onto the Childcare Startup Grant, Ms. Perry announced that grantees were selected in August. She said that training for grantees with United Way started in November and would

continue through January, with a Spanish training conducted by Boston and United Way. She also noted that grantees connected with Family Child Care (FCC) systems in their community and that they could access their first half of grant funds in January and later receive the other half of funding following licensure. Ms. Perry then noted that Ms. Tish Rosabelle was working on a primer that would help grantees and others interested in starting their own childcare program and would release sometime in early winter 2023.

Ms. Perry finished her report by announcing a spring roundtable event for the Childcare Startup Grant. She also said that the evaluations for the 2022 Worth & Wealth evaluations were being finalized. Pending funding, she also said that the next round of the Worth & Wealth Seminars would expand from three to five cohorts.

Former Lieutenant Governor Evelyn Murphy asked if the OEE had thought of a mentorship program for Childcare Startup Grant grantees. Ms. Perry said the OEE's intention was to utilize Citizens' bankers as mentors, but it became clear that there were pre-existing structures that people weren't connected to. This was part of the reason why the OEE moved trainings to United Way, which provided coaching sessions. She also mentioned that she and Ms. Rosabelle were on the Early Childcare Agenda to make the best situation possible for childcare workers.

Mr. Belson suggested that the OEE should talk to the Department of Early Education and Care (EEC) for grants and to join networks to bring parents in to share information. Ms. Perry responded that grantees are required to sign on with one EEC group to receive a grant.

Ms. Ellen Kennedy noted that community colleges provide certifications at no cost, sometimes as compressed programs with certifications and associates degrees. Mr. Belson also highlighted the Parent Child Plus Program as a resource that prepares people to start childcare programs.

IV. Program Updates 1:38 PM

a. Community Ambassadors

Mr. Michael McLeish provided his updates on the upcoming Community Ambassadors program. He noted that the program aimed to increase the amount of Massachusetts residents who had a deep understanding of all the OEE's programs and initiatives through a network of community spokespeople. These spokespeople, he mentioned, would help spread awareness and increase engagement in key focus areas. He said that Ambassadors would be given all the tools needed to succeed over the course of a six-month term following training, and he added that Ambassadors would be able to receive certificates through the program. He identified the three goals of increasing community engagement statewide, generating opportunities for community-led programming, and growing awareness of the OEE's initiatives.

Ms. Perry then provided a glance at the program's financials, which noted a \$1,772.50 expenditure for art and graphic designs. The majority of expenditures, she added, would support Ambassadors and the program.

V. Trust Fund Budget Report
1:41 PM

a. Balance Sheet by Class

Ms. Rose Costa provided an overview of the Trust Fund's budget, first looking at the Balance Sheet as of December 1, 2022. She noted that the balance for the BabySteps Savings Plan increased due to matches from Federated Hermes and the Legislative earmark. She explained that the total for the Trust Fund was \$425,262.

b. Profit & Loss by Class

Ms. Costa then displayed the Profit & Loss document for the Board. She again noted the first donation from Federated Hermes, and she highlighted the first quarterly payment from the Legislative earmark, clarifying that the Trust Fund would not receive the full \$500,000 up front. Ms. Costa added that most of the expenses were from media costs, program design, and food services for the FinWell Farmstand. In total, she noted, the net income from September 1, 2022 to December 1, 2022 was \$213,308.53.

c. BabySteps Funded Accounts by Funding Source

Finally, Ms. Costa discussed the BabySteps Funded Accounts by Funding Source document. She detailed that 21,735 accounts had been funded as of November 29, 2022. She added that the Treasury has not funded any accounts in 2021 and 2022 because MEFA had committed to funding them. She clarified that the Treasury funding would continue in 2023.

Treasurer Goldberg mentioned that it was nice to see assets growing along with programs and outreach. She hoped to be able to report more growth in the future.

VI. Approval of Fiscal Year 2022 Annual Report
1:46 PM

Treasurer Goldberg sought a motion to approve the Fiscal Year 2022 Annual Report.

On a motion by Dr. Ellen Kennedy, seconded by Former Lieutenant Governor Evelyn Murphy, the Board unanimously voted, by roll call vote, to approve the FY22 Annual Report.

Roll Call Vote:

Elizabeth Barajas-Román: Yes
Roy Belson: Yes
Jacqueline Furtado: Yes
Ellen Kennedy: Yes
Evelyn Murphy: Yes
Todd Ostrowski: Yes

Undersecretary Palleschi: Yes
Yvonne Spicer: Yes
Hamel Husbands: Yes
Jerry Rubin: Yes
Treasurer Goldberg: Yes

The motion carried – 11 in favor, 0 against

VII. Announcements 1:48 PM

Mr. Rubin announced that he retired from JVS (Jewish Vocational Service, Inc.). He added that he recently became a visiting fellow at the Harvard Kennedy School and he joined the Eastern Bank Foundation as a foundation fellow. He also said he just joined the incoming governor's advisory group on jobs and economic empowerment.

Mr. Belson noted that there are conferences and webinars throughout the state that many teachers and school staff attend, and he encouraged Board members to join those opportunities to gain knowledge of the potential target audience. Ms. Van Tassel responded that the OEE is always looking for new ways to present to new groups.

Treasurer Goldberg reminded the Board that the bill she filed for mandatory financial education in schools would be a public-private partnership so it would not be as much of a financial burden. She added that she was pushing for the bill as hard as she could because it was the best solution for long-term financial education for young people. She suggested that Board members should testify when this bill is refiled.

Speaking through the phone to Ms. Rose Costa, Undersecretary Palleschi said that the Division of Banks ("DOB") was happy to always partner with the OEE to fund Credit for Life Fairs.

VIII. Next Meeting 1:51 PM

Treasurer Goldberg reminded the Board of the next meeting on March 6, 2023.

IX. Adjournment 1:52 PM

Treasurer Goldberg sought a motion to adjourn.

On a motion by Dr. Ellen Kennedy, seconded by Dr. Yvonne Spicer, the Board unanimously voted, by roll call vote, to adjourn the December 5, 2022 meeting at 1:52 PM.

Roll Call Vote:

Elizabeth Barajas-Román: Yes

Roy Belson: Yes

Jacqueline Furtado Yes

Ellen Kennedy: Yes

Evelyn Murphy: Yes

Todd Ostrowski: Yes

Undersecretary Palleschi: Yes

Yvonne Spicer: Yes

Hamel Husbands: Yes

Jerry Rubin: Yes

Treasurer Goldberg: Yes

The motion carried – 11 in favor, 0 against

LIST OF DOCUMENTS AND EXHIBITS USED

1. Meeting Agenda
2. Meeting Minutes – September 12, 2022
3. Reports
 - a. Executive Director's Report
 - b. BabySteps Update PowerPoint
 - c. Grant Reports
 - i. NAST Financial Wellness Grant/ Financial Wellness for MA State Employees and Retirees Report
 - ii. Citizens Grant/ Worth & Wealth Seminars and Childcare Startup Grant PowerPoint
4. Program Updates
 - a. Community Ambassadors PowerPoint
5. Trust Fund Budget Reports
 - a. Balance Sheet by Class
 - b. Profit & Loss by Class
 - c. BabySteps Funded Accounts by Funding Source
6. Fiscal Year 2022 Annual Report
7. Articles and Press Releases
 - a. 9/28/2022 - Treasurer Goldberg Appoints Lisa Wong as Baby Bonds Task Force Chair (Mass.gov)
 - b. 9/28/2022 - Treasurer Goldberg Appoints Lisa Wong as Baby Bonds Task Force Chair (MassInsider)
 - c. 9/29/2022 - Economic Empowerment (Bentley University Newsroom)
 - d. 9/30/2022 - Former Fitchburg Mayor Lisa Wong named chair of Baby Bonds Task Force (Sentinel & Enterprise)
 - e. 10/11/2022 - Massachusetts publicly funded trust fund program proposed for families in need to build assets (WWLP 22 News)
 - f. 10/18/2022 - Goldberg's Applications for Women+ in Finance Fellowship Now Being Accepted Summer 2023 (Mass.gov)
 - g. 10/26/2022 - The Office of Economic Empowerment Announces BabySteps

Forum for Families with Treasurer Goldberg, Senator Markey, and MEFA
Executive Director Graf (Mass.gov)

- h. 10/26/2022 - The Office of Economic Empowerment Announces BabySteps
Forum for Families with Treasurer Goldberg, Senator Markey, and MEFA
Executive Director Graf (HCAM)
- i. 10/27/2022 - The Office of Economic Empowerment Announces BabySteps
Forum for Families with Treasurer Goldberg, Senator Markey, and MEFA
Executive Director Graf (Info Haiti)
- j. 11/2/2022 - College Savings Seeds Now Growing for 20,000 Mass.
Youngsters (NBC Boston)
- k. 12/1/2022 - State Agencies Announce Recipients of Financial Literacy
Education Grants (Mass.gov)
- l. 12/1/2022 - State Agencies Announce Recipients of Financial Literacy
Education Grants (HCAM)