



Richmond ▪ Baltimore ▪ Charlotte

**Fifth Federal Reserve District
Joint Council on Economic Education Meeting**

**December 13, 2016
Federal Reserve Bank of Richmond**

Agenda

- 9:15 a.m. **Networking Breakfast**
The Fed Experience
- 10:00 a.m. **Welcome**
Kartik Athreya, Executive Vice President and Research Director
Federal Reserve Bank of Richmond
- 10:15 a.m. **Telling yOur Story: Strategic Storytelling**
Tracy Doherty, Principal Consultant, PA Consulting Group
- 11:15 a.m. **Marketing Resources and Programs**
Kevin Rothermel, Strategy Professor, VCU Brandcenter
- 12:15 p.m. **Lunch**
- 12:45 p.m. **Lunch Presentation: The Richmond Fed’s “Telling Our Story” Experience**
Lora Farley, Corporate Communications Manager
Federal Reserve Bank of Richmond
- 1:15 p.m. **Break**
- 1:30 p.m. **Beyond Face-to-Face: Effectively Reaching Teachers and Students Online**
Mary Suiter, Assistant Vice President, Economic Education
Federal Reserve Bank of St. Louis
- 2:30 p.m. **How to Connect with Us: Teachers’ Perspectives**
Federal Reserve Bank of Richmond Teacher Collaborative Committee Panel
Moderated by Angie Collier, Economic Education Outreach Specialist
Federal Reserve Bank of Richmond
- 3:15 p.m. **Break**
- 3:30 p.m. **What’s on the Horizon/Help Wanted?**
Facilitated by Yolanda Ferguson, Economic Education Outreach Specialist
Federal Reserve Bank of Richmond
- 4:00 p.m. **Adjourn**