

MEMO# 3416

January 9, 1992

DISCUSSION OF ICI EDUCATION FOUNDATION AT WINTER MEETING

January 9, 1992 TO: BOARD OF GOVERNORS NO. 1-92 RE: DISCUSSION OF ICI EDUCATION
FOUNDATION AT WINTER MEETING

January 30, the second day of our ICI Board meeting in Nevis, will open with a discussion of the ICI Education Foundation. Sue Duncan, vice president of the Foundation, will summarize why it was formed, describe its target audience-- secondary-school teachers and students--and present the results of market research conducted among that audience. Briefly, this research concludes: 1. With more and more states (now 30) mandating economics instruction in secondary schools, the mutual fund industry faces an unparalleled opportunity to educate succeeding generations of mutual fund investors. 2. If we don't educate, our competitors will. Indeed, the banking, brokerage, and insurance industries are already heavily involved in secondary-school education. 3. Teachers will need training to present mutual fund material effectively. 4. Provided training is available, most teachers respond enthusiastically to the incorporation of sponsored programs or materials on mutual fund investing. The Foundation Board proposes to proceed with confidential, 45-minute interviews by outside consultants among key industry leaders and suppliers, including members of the ICI Board. These interviews will help determine the nature and extent of support for a variety of educational initiatives in mutual fund investing at the secondary-school level. We will invite your questions, comments, and discussion following Ms. Duncan's remarks. Thomas R. Powers Chairman, ICI Education Foundation