

---

## Why create an Ask the Fed® program?

### ***Communication is Key***

In the midst of the financial crisis, banking organizations told us there was a need for the Fed to take a leadership role in providing critical information to the banking community. While developments may have caused some other banking supervisors to become less accessible, a number of banking organizations turned to the Fed to help them make more informed decisions. **Ask the Fed®** was introduced in November 2008 as a solution to share timely updates on emerging and important topics.

### ***The Concept***

**Ask the Fed®** is a webinar / teleconference program that provides critical information on recent financial and regulatory developments. Selected topics must be timely and represent new information for the audience. Expert speakers discuss topic(s) for 30-45 minutes, followed by a question and answer period.

Each session is recorded and the presentation and audio file is available within one business day after the session for anyone with an Ask the Fed account. Each session is hosted by Julie Stackhouse, Executive Vice President the St. Louis Fed's Banking Supervision Division, and she is accompanied by topical experts. Notable past speakers include ex-Governor Elizabeth (Betsy) Duke on issues facing community banks, St. Louis Reserve Bank President/CEO James Bullard on the state of the national and regional economy, and private-sector economist Mark Zandi on his outlook for the national economy.

Popular topics include Ag updates, accounting / CECL updates, the commercial real estate (CRE) regional analysis series, energy sector updates, and our annual year-end economic update with a key Fed researcher / economist.

## Who is the target audience?

### ***Our Audience***

The target audience consists of banking organization's executive-level officials and boards of directors. State bank commissioners and state banking organizations are also invited.

In order to avoid misperception by other federal banking supervisors, all promotional material states that **Ask the Fed®** is an educational program intended for senior officials of bank and holding companies (and their financial institution subsidiaries) and state bank commissioners.

### ***Invitation Only***

Many executive-level officials receive an e-mail invitation for each call (typically 12 calls per year). These officials are encouraged to extend the invitation to senior members of their leadership team as well as members of their board of directors.

Invitees are directed to register for each monthly session via the **Ask the Fed®** web site ([www.askthefed.org](http://www.askthefed.org)). Registrants need to confirm via their official email address that they are indeed members of the target audience.

---

Once approved, registrants are provided access into the **Ask the Fed**® web site, which contains information on upcoming calls as well as an archive of past session materials (including presentations and audio recordings of past sessions). Registrants also possess the ability to submit questions at any time.

## How do you know if a session is a success or not?

### ***Participation***

Positive word-of-mouth has increased the number of **Ask the Fed**® participants to average 600 per session. Since its introduction in November 2008, **Ask the Fed**® has held more than 125 sessions, reaching over 100,000 participants.

### ***Evaluation***

Participants are e-mailed a brief survey at the conclusion of each session. They are asked to evaluate each session's effectiveness and usefulness. Evaluations have been remarkably favorable:

- ***97% Agree or Strongly Agree that participation is a valuable investment of their time***

## I have questions about the Ask the Fed® website, what should I do?

We've created a short **Ask the Fed**® Frequently Asked Question (FAQ) document that should provide answers to most of your questions, you can find it here: [www.stlouisfed.org/askthefed/faq](http://www.stlouisfed.org/askthefed/faq) or contact us at [questions@askthefed.org](mailto:questions@askthefed.org).