

The Keys to Presenting Successful Financial Literacy Programs on Campus

Presented by:
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American Student Assistance

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Session Overview

- What is financial literacy?
- Why is financial literacy important?
- Developing and implementing a plan
- Examples of models and projects
- Resources and materials

Financial Literacy

- The understanding of financial facts, concepts, principles, and technological tools that are fundamental to making sound financial decisions.

Why is Financial Literacy Important?

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Increasing Tuition & Fees 2010-11

- Two-Year Public: \$2,713
 - Up 6.0% from 2009-10
- Four-Year Public: \$7,605
 - Up 7.9% from 2009-10
- Four-Year Private: \$27,293
 - Up 4.5% from 2009-10

Student Loan Borrowing 2008-09

- Four-Year Public: \$19,800
 - 55% of students borrowed
- Four-Year Private: \$26,100
 - 65% of students borrowed

Credit Card Usage

- In 2008, 84% of undergraduates had a credit card
 - Over 50% have four or more cards
 - Average outstanding balance: \$3,173
- 92% have charged a college-related expense
- 30% charge tuition
- 17% charge room and board

Student Loans vs. Credit Cards

Outstanding
Student Loan
Debt

> \$1 Trillion

Student Loans
Borrowed Last
Year

> \$100 Billion

Student Loan Debt > Credit Card Debt

Federal Reserve Bank of New York, August 2011

Dollars and Borrowers in Default + CDR

FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009
\$647 Million	\$801 Million	\$915 Million	\$1.183 Billion	\$1.465 Billion	\$1.533 Billion	
115,568	114,128	161,951	204,507	231,659	238,852	320,194
4.5%	5.1%	4.6%	5.2%	6.7%	7.0%	8.8%

U.S. Department of Education

Attitudes Toward Debt and Financial Education

- Those with loans recognize:
 - Benefits of financial counseling from college before graduating
 - Difficulties of managing money to pay loan

Attitudes toward Debt and Financial Education

% Rating 5 and 4 on 5-point Agreement Scale

	Total	Student Loan Status		Age		
		With	Without	21-25	26-30	31-37
Important to pay back what they borrow	89	89	89	90	90	87
Should receive financial counseling from the college before graduating	69	72	66	67	74	69
Need to be more careful about managing their money*	71	71	na	75	68	64

*Asked only of those with student loans.

TRiO Financial Education Requirement



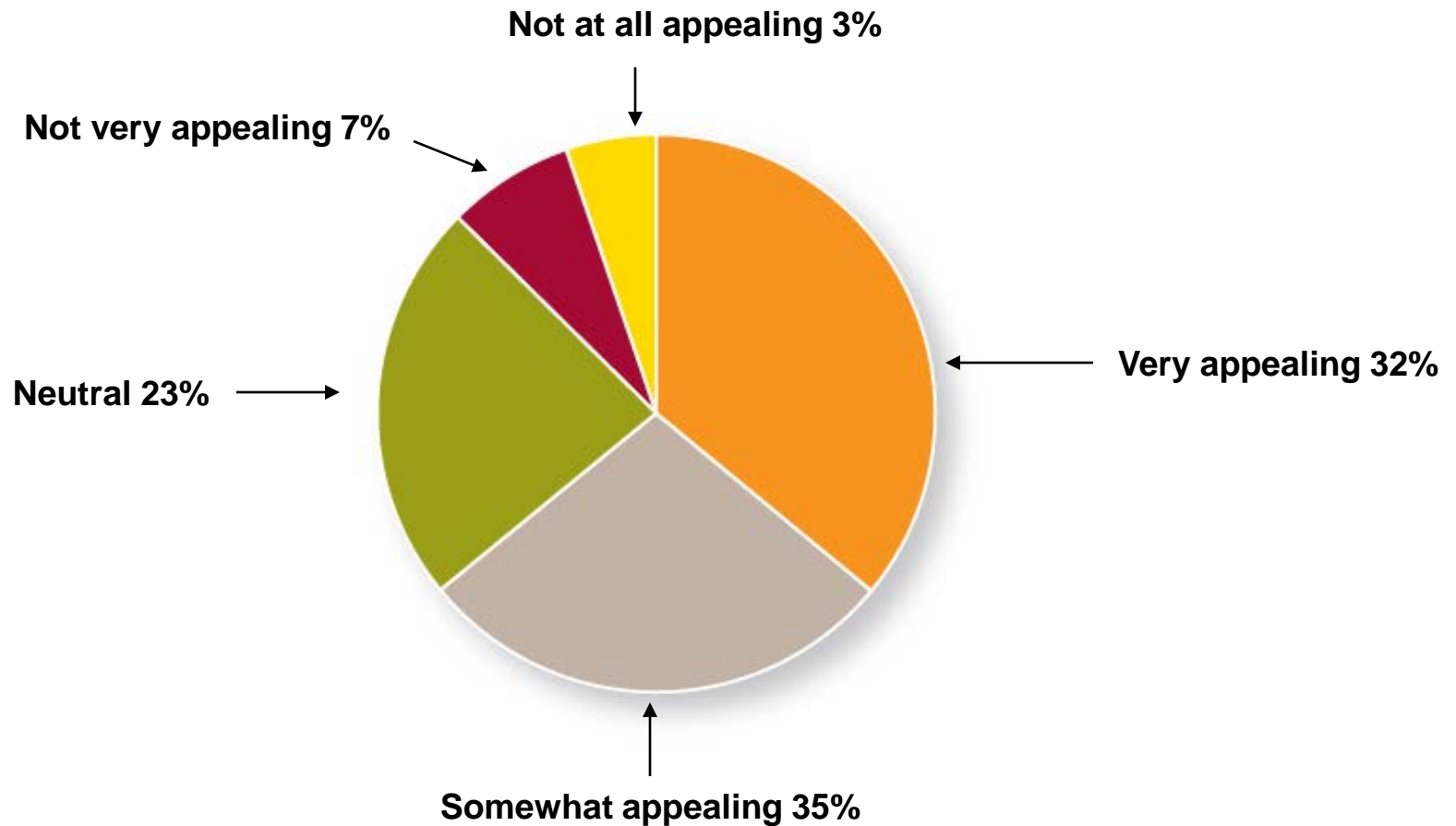
Higher Education Opportunity Act
Passed (2008)

New Financial Education
Requirements for TRiO
(and to a lesser extent for Upward
Bound and Talent Search)

- (d) Improve the financial literacy and economic literacy of students in areas such as –
- (1) Basic personal income, household money management, and financial planning skills; and
 - (2) Basic economic decision-making skills

Possibility for Alumni Office

Appeal of Having College/University Offer Programs or Courses on Financial Literacy or Wellness to Graduates



Your Development Office Cares!



74 percent of student loan borrowers indicated that the reason they don't give back to their school is because of a lack of financial wherewithal.

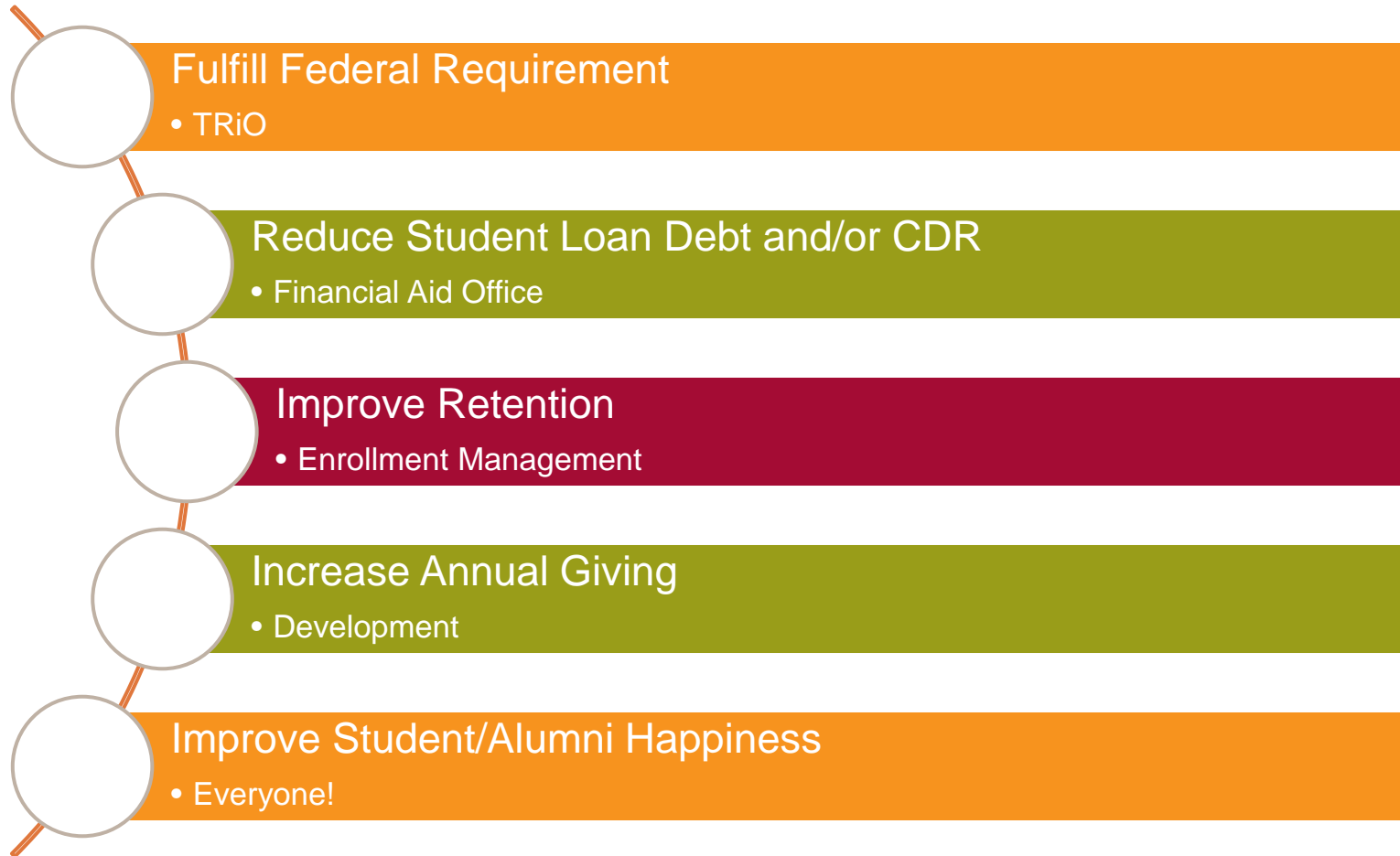
Developing and Implementing a Plan

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Key Elements

- Perceived need/purpose
- Goals and objectives
- Format of program
- Audience
- Partners and resources
- Measuring success

Perceived Need/Purpose



Goals and Objectives

- Learn good financial decision making
- Get students to attend
- Get students to pay attention
- Lower borrowing levels
- Lower Cohort Default Rate
- Collaborate with other offices

Format of Program

- In-person
 - Course
 - Orientation
 - Workshop series
- Online
- Written material
- Counseling
 - Certified professionals
 - Peer-to-peer

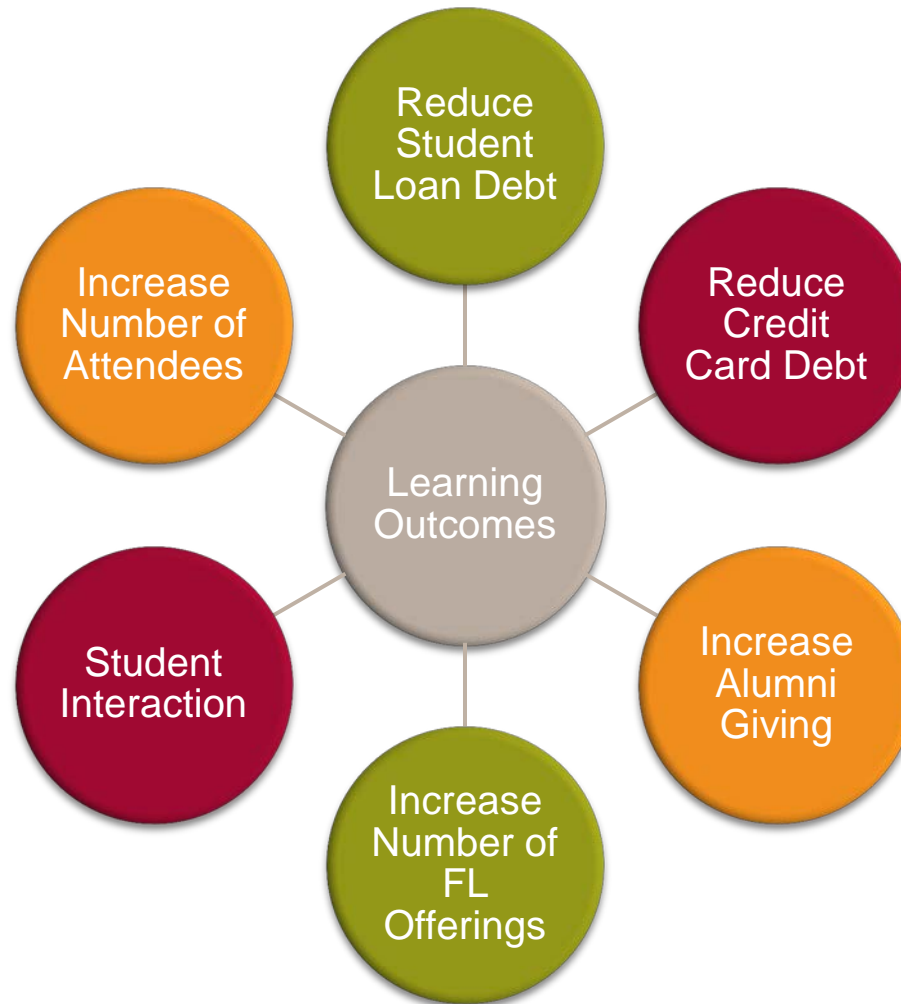
Audience

- TRiO students
- All entering freshmen
- All graduating seniors
- College 101 class
- Greek life/residence hall groups
- Commuter students
- Campus organization/major
- Young alumni

Partners and Resources

- Campus partners
 - Find some champions: staff, faculty, students
- Community resources
 - Local credit unions, banks, insurance professionals, etc.
- National resources
 - Not-for-profit agencies
- Blogs and websites
 - studentlendinganalytics.com, todayscampus.com, academic-impressions.com

Measuring Success



Getting Students to Pay Attention

Email

Text Message

Instant Chat

Interactive Portals

Social Media

Phone

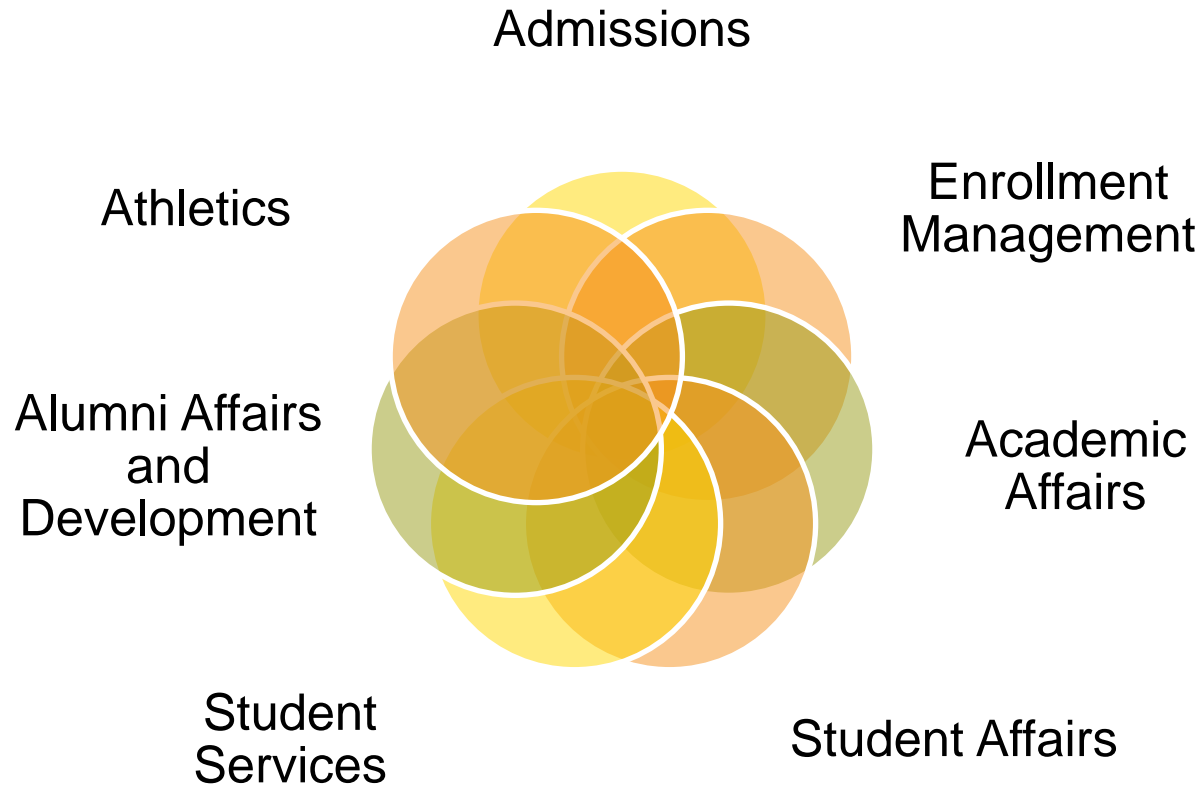
US Postal Service

Online resources

Communication Strategies

- Form a communication committee or devise a campus-wide communication plan to coordinate messages.
- Review your communication plan annually.
- Enforce the school's preferred media starting with students entering their first year.
- Keep the ability to meet face-to-face unencumbered.
- Be proactive instead of reactive.

Cross-Campus Partnerships




Examples of Models and Projects

A decorative horizontal separator consisting of four parallel lines in orange, red, yellow, and orange colors, spanning the width of the slide.

California State University Sacramento

California State University
Sacramento

Your Money Matters!



The central illustration shows a person from the waist up, wearing a yellow button-down shirt and blue pants. They are holding a white envelope with both hands. Surrounding this central image are eight smaller icons, each representing a different financial topic. On the left side, from top to bottom: a dollar sign with a dollar sign inside a circle, a piggy bank with a dollar sign above it, a green graduation cap with a dollar sign on it, and a stack of credit cards. On the right side, from top to bottom: a classical building with a dollar sign on its pediment, a silhouette of a person with a question mark inside their head, a stack of books, and a yellow pencil.

- Spending Plan
- Saving Money
- Student Loans
- Credit Cards
- Establishing Credit
- Protecting Your Identity
- Resources
- Final Quiz

<http://www.csus.edu/sfsc-ymm/>

Virginia Tech

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QUICKLINKS

- University Scholarships and Financial Aid
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- Tools
- Forms
- Flash mail
- Financial Literacy**
- Guest Access
- Frequently Asked Questions
- Contact Information

Financial Literacy

Financial Aid Literacy Program

Welcome

We are very excited you stopped by to see us and our program.

We want our students to have a college experience that is everything it can be. This is the reason we are offering this brand new, online, personal finance workshop to our entering freshmen (and any other student who is interested).

http://www.finaid.vt.edu/financial_literacy/

University of Missouri



Department of Personal Financial Planning
Office for Financial Success
University of Missouri, College of Human Environmental Sciences

Location: [Home](#)



The **Mizzou Office for Financial Success** is a service of the Personal Financial Planning Department dedicated to improving the financial well-being of individuals and families by providing affordable, unbiased education and counseling in all areas of personal finance.

- > Schedule an Appointment/ Contact Us
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- > Become a Friend for Financial Success
- > Budgeting
- > Bankruptcy
- > Credit/Debt Management
- > Financial Planning
- > Student Issues
- > Extension Resources
- > Other Resources/ Purchasing Tips
- > MU Center for Economic Education

Friends for Financial Success:
[Northwestern Mutual Financial Network - The Qualy Group](#) [Waddell & Reed](#)
[Become a Friend for Financial Success!](#) (PDF)

Partners in Education:

American Century	Prosperity Network
Bank of Missouri	Shelter Insurance
BKD Wealth Management	Smith Moore and Company
Edward Jones & Co.	State Farm Insurance
Mid-Missouri Estate Planning Council	Steamboat Financial
Missouri Credit Union Administration	US Bancorp
Northwestern Mutual Financial Network	Waddell & Reed

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<http://pfp.missouri.edu/financial/index.html>

Texas Tech University

TEXAS TECH UNIVERSITY
Red to Black

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- Peer Financial Planners
- FAQ
- What We Are Reading
- Forms
- Financial Education Week
- Location and Contact Information
- Submit a Question

PERSONAL FINANCIAL PLANNING

- History of Financial Planning
- Courses in Financial Planning
- PFP Faculty & Staff
- The Center for Financial Responsibility

CAMPUSES INFO FOR CONTACT INFO SITE MAP

TTU Home > Human Sciences Home >

Red to Black®

DO YOU THINK YOU CAN BENEFIT FROM FREE FINANCIAL SERVICES?

Office Hours
Monday: 1 p.m. - 3 p.m.
Tuesday: 10 a.m. - 12 p.m.
Wednesday: 1 p.m. - 3 p.m.
Thursday: 10 a.m. - 12 p.m.
Human Sciences Room 154B

Red to Black® Walk-In Appointments Available!
Have a quick question concerning your financial situation?
The Red to Black staff is here to answer your questions!

What is Red to Black®

Red to Black® is an outreach of the Texas Tech University **Personal Financial Planning program** that provides financial planning education. In addition to seminars and presentations, we provide confidential individual financial counseling and planning services. All of our services are free.

<http://www.orgs.ttu.edu/r2b/>

Help Students and Families Make Better Decisions

Consider providing information regarding:

- Strategies to minimizing borrowing
- Reporting of potential earnings based on degree and major
- Publication of data about average aid packages, salaries earned and positions held by students one, five, and 10 years after they graduate
- Surveys of employer impressions of graduates
- Measurements of alumni satisfaction

Other Recommendations

- Use your school's logo and colors on everything that goes out.
- Consider getting to know your students better using an online or phone survey.
- Partner with a department on campus that is communication savvy.
- Identify monthly themes to keep the lines of communication open with students.
- Join with another department such as career development or alumni office when you are planning big events or strategies.

Make It Simple!

- School Newspaper
 - Write a regular article on money management and/or student loan basics
 - Pay for advertisements in the newspaper
- School radio or TV station
- Social media tools

Quick Money Leakage Examples



Resources

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Family Economics & Financial Education

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FEFE Community

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Let Us Hear From You

Which FEFE opportunity are you most excited about?:

- Free Online Webinars
- New & Updated Resources
- FEFE Facebook

The Educator Support section has resources specific to each state as well as material to use when promoting financial education to administrators, students, parents and community members.

FEFE's mission is to provide educators with ready-to-teach lesson plans and materials free of charge, and the skills and confidence to effectively teach personal finance.

New & Updated Resources

- ★ 2011-12 New and Updated Curriculum Resources (8/18/2011)
- ★ UPDATED! Course Support Pages (8/3/2011)

Training Opportunities

- ★ Activity Demonstration Videos Available!
- ★ How The New Credit Rules And Disclosures Will Affect You webinar

FEFE News

- ★ FEFE Now September edition available!
- ★ New September Take Charge Now Newsletter!

<http://fefe.arizona.edu/>

My Money 101 *by American Student Assistance*



Welcome to **My Money 101**

Your Resource for Financial Education

You are logged in as **Siskiyous Student** (Logout)

American Student Assistance® (ASA) created My Money 101 to help you reach long-term financial stability.

Your school worked with ASA to ensure that My Money 101 addresses your specific financial needs—and they have selected the following courses for you. Simply click on one of the courses and get started.

ADMINISTRATION

Profile

My courses



Books, Bills, and a Balanced Budget



Banking Basics



Cracking the Credit Code



Building and Maintaining a Winning Score



Grand Theft Identity

SUPPORT

If you need any assistance with My Money 101, please contact [Member Support](#).

MY COURSES

- ✓ 5 Weeks, 5 Months, 5 Years: Setting and Achieving Your Financial Goals
- ✓ Banking Basics
- ✓ Books, Bills, and a Balanced Budget
- ✓ Building and Maintaining a Winning Score
- ✓ Cracking the Credit Code
- ✓ Grand Theft Identity
- ✓ Know Your Loan Repayment Options
- ✓ Making Sense of Financial Aid
- ✓ Student Loan Basics

<http://www.asa.org>

Effective Programs - Ideal

- Study from Australia suggests a combination of formats:
 - Internet site that is focused by demographic and combines information for both consumers and folks looking for financial literacy information
 - Chat room so users can discuss their experience
 - Experience/event-based content vs. skills-based content

Financial Literacy: A Student and Young Adult Perspective; Gaurav Sharma, 2004
http://cfltaskforce.treasury.gov.au/content/_download/submissions/sharma_g.pdf

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Principles of Effective Programs

- Teachable moments
- Active, experiential, and problem-based learning
- Evaluation

Most Important

- Start somewhere
 - Anything can help!
- Find campus champions to help
- Partner with community and national resources

Web Resources

- www.myfico.com
- www.annualcreditreport.com
- www.bankrate.com

- www.jumpstart.org
- www.afcpe.org

Recommended Reading

- Earnings data related to occupation, industry, and major. Georgetown University Center on Education and the Workforce
<http://cew.georgetown.edu/>
- “Grading Higher Education: Giving Consumers the Information They Need” Bridget Terry Long, Harvard University Graduate School of Education.
http://www.brookings.edu/papers/2010/12_higher_ed_long.aspx
- “Social Media: Uncovering Opportunities for Higher Education” HIGHER ED IMPACT - Academic Impressions
www.academicimpressions.com/hei_resources/0211-diagnostic.pdf
- “2011 E-Expectations Report” by Noel Levitz.
<https://www.noellevitz.com/papers.../2011-e-expectations-report>
- University of Minnesota programs
<http://www1.umn.edu/parent/about/survey-reports/index.html>
<http://www1.umn.edu/parent/about/index.html>
- The Association of Higher Education Parent/Family Program Professionals (AHEPPP)
<http://www.aheppp.org/>
- Pew Research Center “Millennials: Confident. Connected. Open to Change.”
<http://pewresearch.org/millennials/>

Questions and Suggestions

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