



MASFAP
2012 SPRING CONFERENCE

GOALS/OBJECTIVES

- Discuss the importance of financial literacy programs for students
- Share with you tools you need to implement a successful program on your campus
- Provide resources/ideas for improving/expanding existing programs



WHAT ARE FINANCIAL LITERACY PROGRAMS?

Programs that seek to provide individuals with the knowledge, aptitude, and skill base necessary to become questioning and informed consumers of financial services and allow them to manage their finances effectively.



TOP 5 REASONS TO OFFER FINANCIAL LITERACY PROGRAMS

5) Indebted adults between the ages of 18 and 24 spend almost 30 cents of every dollar earned to REPAY DEBT.

4) Over 60% of first-year college students max out their first credit card within one year.

3) High levels of credit card debt have been linked to psychological problems.

2) Rates of financial stress are significantly higher for minority and first generation college students.

1) Over 33% of college students graduate with \$10,000 or more in credit card debt over and above student loans.



WHAT MEASUREMENTS WILL YOU USE TO IDENTIFY SUCCESS?

- Number of attendees?
- Quiz at the end?
- Amount of questions/interaction?
- Cohort Default Rate?
- Credit card usage?



WHAT ARE THE WORKSHOP LOGISTICS?

- Obtaining classroom space
- Audio/video equipment
- Pizza/refreshments
- Handouts
- Evaluations
- Give-a-ways
- Classroom aides



HOW DO YOU MARKET/ADVERTISE?

- Encourage the campus newspaper to write an article about the program
- Post fliers in high-traffic areas
- Send out e-mails campus-wide or to populations you would like to target with your events

Example: Send e-mails to sophomores when hosting an event about financing junior year study abroad



WHO ARE POTENTIAL CAMPUS PARTNERS?

- Student organizations
- Athletics
- Residential assistants
- Deans and department heads
- Student development
- Freshman orientations/parent fairs
- Staff



WHO MIGHT BE OFF-CAMPUS COLLABORATORS?

- Non-profits
- Credit counseling services
- Centers for economic and financial education
- Local foundations
- United Way organizations
- Servicers/Guarantors
- Local/state/national government agencies
- U.S. Treasury



WHERE DO YOU START?

- Brainstorm
- Form a committee
- Survey student body
- Investigate what other schools are doing
- Get support from administration
- Develop workshop topics
- Network
- Determine presenters
 - External partners (vendors)
 - Faculty and staff



WHERE DO YOU START?

- Communicate to students
- Create a mission statement
- Create a vision statement
- Create a website
- Create publications, like a brochure
- Create a token of some kind for students to take as a reminder



EFFECTIVE PROGRAMS



NELNET TOOLS

The screenshot shows a web browser window with the URL <http://www.nelnetloanservicing.com/financial-literacy/>. The page features the Nelnet logo (Education Loan Servicing) and the title "NELNET SCHOOL PORTAL". A navigation menu includes links for Home, Financial Literacy, Training, Nsight, Resources, The Team, and Jim's Blog. A search bar is located on the right side of the menu. The main content area is titled "Financial Literacy" and contains the following text:

Nelnet is committed to providing the resources you need to help your students develop healthy financial habits during and after college. As part of our commitment, we're proud to present Money Mondays, a webinar series for students that covers basic financial literacy topics such as budgeting, credit, loans, and more. Plus, we're always working on creating new resources—from repayment charts to tip sheets—to make sure the information you and your students need is available when you need it.

If you have an idea for additional materials that would help you in your financial literacy efforts, please don't hesitate to contact your Nelnet representative.

Money Mondays September Webinars: Saving and Investing Basics

The Money Monday webinar series offers students a free, easy-to-access way to learn about money from the comfort of their own computers. They simply sign up at www.nelnet.com/moneymondays, then join the scheduled webinars to learn about a new topic each time. When they finish the series, they will have the tools they need to talk about money with confidence, manage finances more responsibly, and make solid financial plans for the future. September will offer a new webinar topic – Saving and Investing Basics. This session will cover: setting financial goals, how to think about financial decisions, paying yourself first, simple interest, compound interest, interest and rule of 72, savings accounts and other savings methods and more...

Understanding the Implications of Credit Card Use

This session takes you on a tour of credit cards... from practical use to an understanding of fees, late charges, balance transfers and the differences between various types of cards. It will provide you with information to make sound decisions regarding incorporating credit cards as a part of your financial life.

On the right side of the page, there is a "Financial Literacy Downloads" section with links for "Financial Literacy PDF's" and "Money Mondays PDF".



COMPONENTS OF LITERACY PROGRAMS

- Budgeting
 - Make it relevant with current examples
- Credit and FICO scores
 - An understanding of credit and the implications of a poor FICO score is essential to establishing financial health
- Credit card use
 - Information about the structure of credit cards and the pitfalls to avoid
- Savings and investments
 - Getting in the habit of paying yourself first
 - An overview of investment vehicles
- Student loan repayment
 - Understanding the options for repayment
 - Who to contact if you have payment problems



RIGHT INFO/RIGHT TIME

In-grace borrowers

- Repayment reminders
- Deferment/forbearance options
- Repayment plans
- Job-related information
 - Interview techniques
 - Cost of living by city/region
 - Salary data
 - Negotiating compensation



MORE PROGRAMS

- Credit workshops using actual credit card or other loan statements
 - Discuss interest rate
 - Discuss fees
 - Show how much something simple on their statement is costing them if they aren't paying in full
- Provide regular updates with personalized loan indebtedness and repayment information
 - With each new loan borrowed?



MORE PROGRAMS

- Use the resources available to you
 - 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
 - Do interviews or PSAs
 - Social networking tools



MORE IDEAS

- Take advantage of “First Year Experience” courses
 - Credit information
 - Car buying
 - Differences between living on campus or in an off-campus apartment
 - Basic budgeting and money management
- Identify your at-risk populations—use resources on them



IDENTIFY AT-RISK POPULATIONS

- Low-income borrowers
- First-generation borrowers
- Withdrawn borrowers
- In-grace borrowers
- Delinquent borrowers



IDENTIFY AT-RISK POPULATIONS (CONT.)

- High undergraduate debt
- Large first-year loans
- Need-based borrowers
- Academic progress



MORE IDEAS

- Get students involved
 - Train the trainer—teach students to be financial peer mentors
 - Require at-risk students to meet with these peer mentors
 - Peer mentors can provide financial literacy programs in residence halls or other locations on campus



MORE IDEAS

- Take programs to the students—don't make them come to you
 - In residence halls
 - In classes
 - Heavy traffic locations throughout campus



ADVANCED IDEAS

- Use your website to provide financial literacy education
- You don't have to reinvent the wheel!
- Link to partners' websites
- Take cues from existing sites



USEFUL TOOLS

www.nelnetloanservicing.com

www.journeysonline.org/home/

www.mapping-your-future.org

www.studentaid.ed.gov

www.practicalmoneyskills.com

www.jumpstart.org

www.students.gov

www.nsls.ed.gov

www.hughchou.org/calc/coffee.cgi



USEFUL TOOLS (CONT.)

www.mymoney.gov

(U.S. Financial Literacy and Education Commission)

www.bankrate.com

www.moneymanagementtips.com/tips.htm

www.myfico.com

www.annualcreditreport.com

www.studentdebthelp.org

www.fdic.gov/consumers/consumer/moneysmart/index.html



USEFUL TOOLS—EXISTING PROGRAMS

Boston College: \$uccessful Start

www.bc.edu/offices/stserv/financial/succstart.html

Iowa State University Financial Counseling Clinic

www.hdfs.hs.iastate.edu/financial/

www.extension.iastate.edu/finances/personal/money/management_pubs.htm



MORE EXISTING PROGRAMS

University of North Texas: Student Money Management Center

<http://moneymangement.unt.edu/>

University of Nebraska—Lincoln: Student Money Management Center

www.unl.edu/smmc/index.shtml

Suffolk Law School: Get Smart

www.law.suffolk.edu/offices/finaid/getsmart.cfm



FINALLY... Effective programs need:

- Measurable goals
- Appropriate/realistic formatting
- Information provided at the right time
- Experience/event-based content—content that is real/tangible to the attendees
- Student involvement—possible peer training
- A pervasive theme—not just a singular program



FINANCIAL LITERACY PROGRAMS

QUESTIONS?

