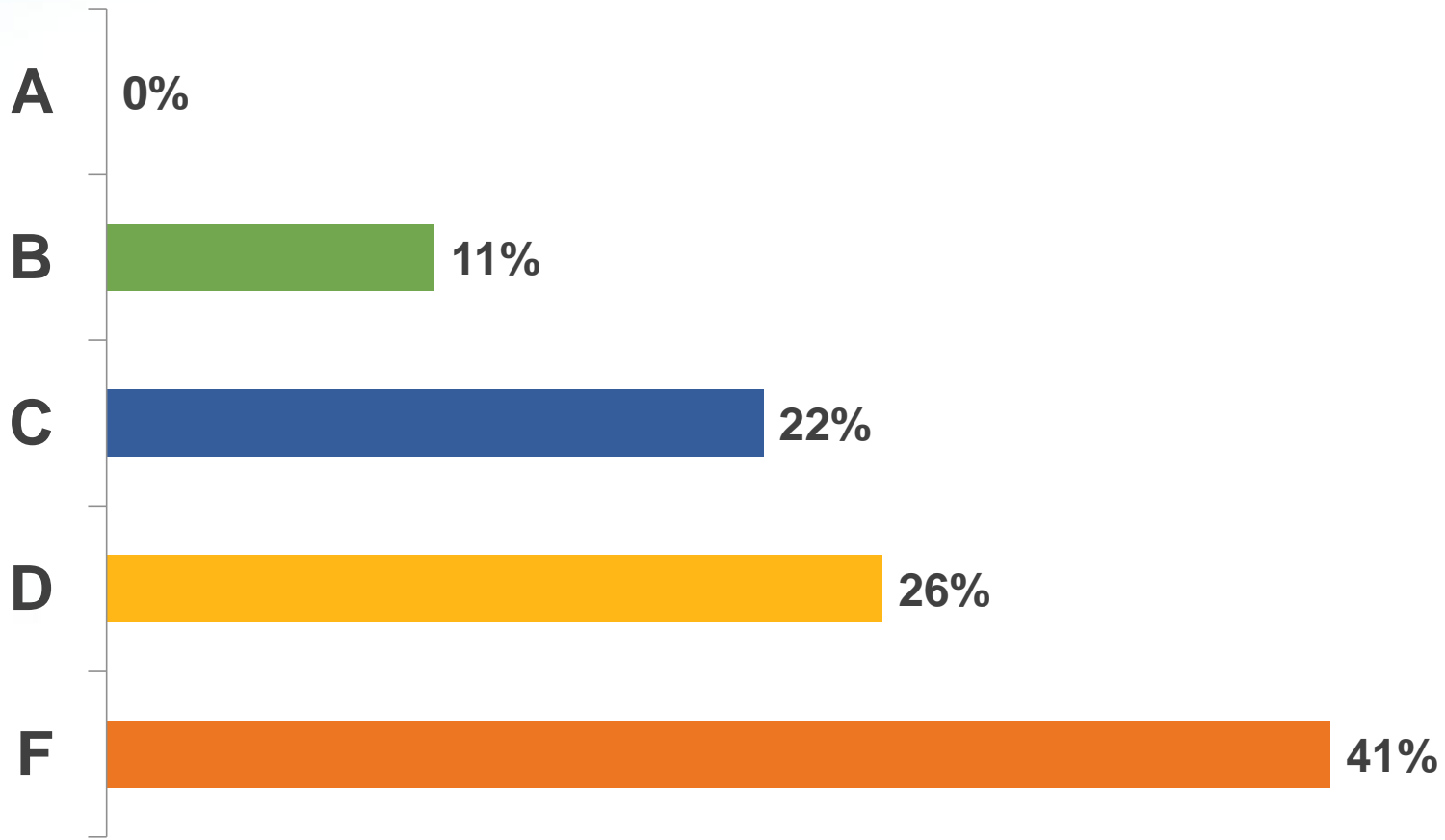


Making the Entire Campus the Solution to Flunking Financial Aptitude Grades

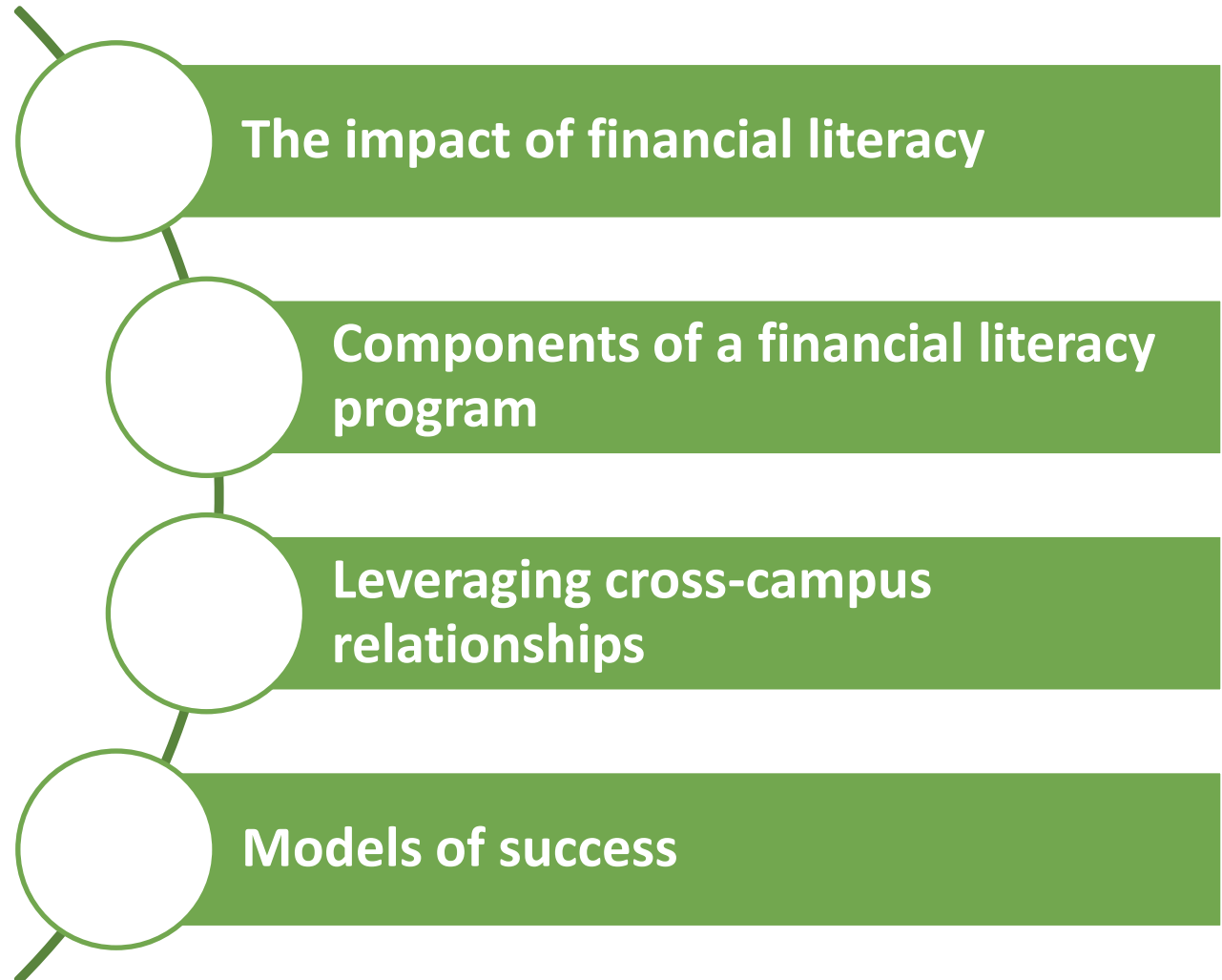
SWASFAA

November, 2014

Financial Aptitude Analysis



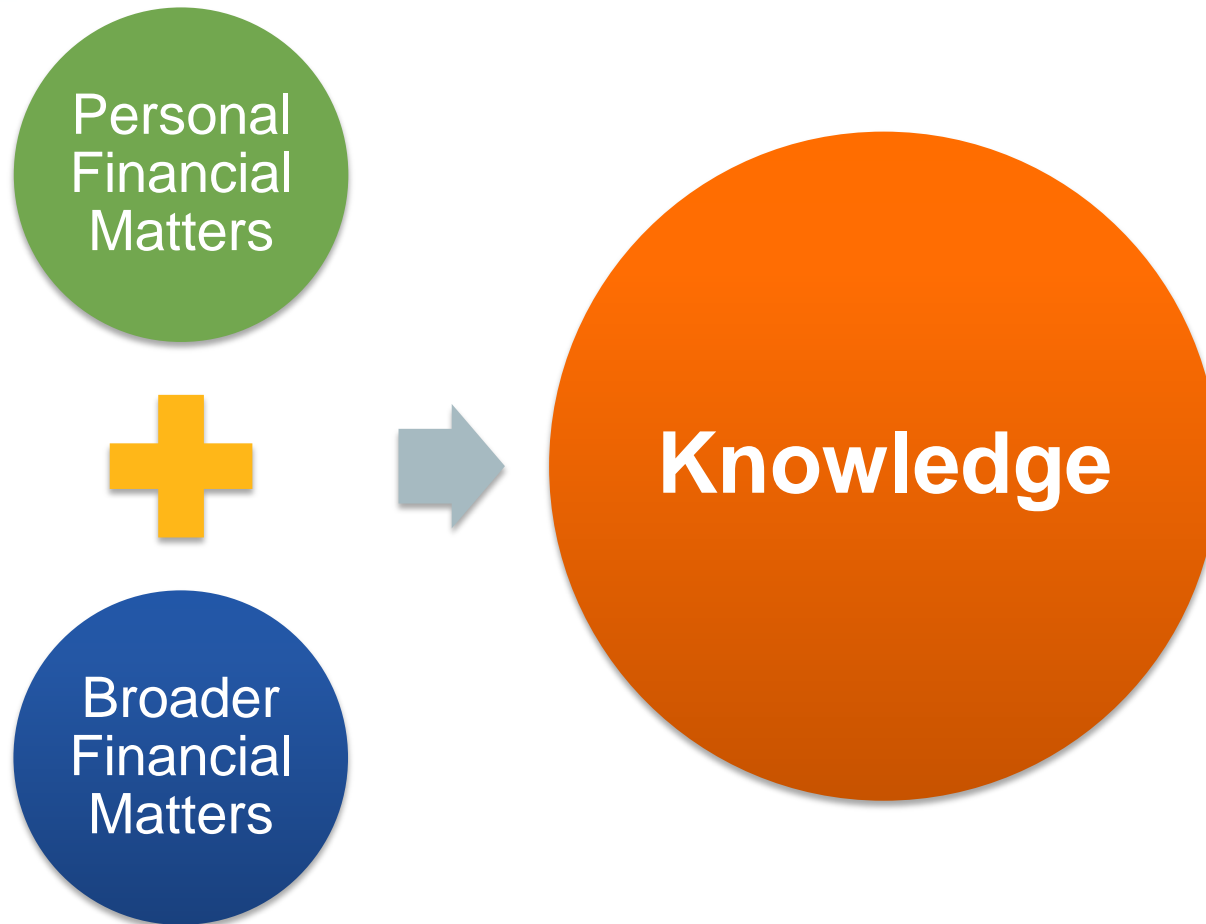
Session Overview



THE IMPACT OF FINANCIAL LITERACY

What is Financial Literacy?





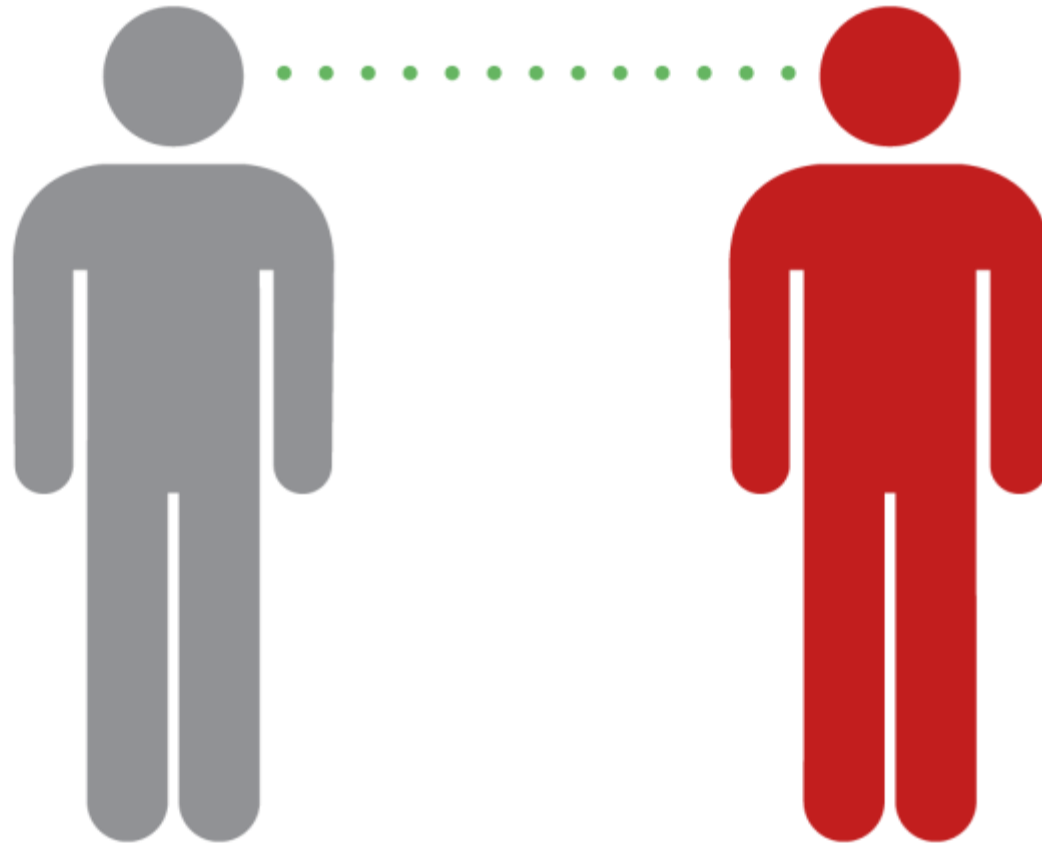
Skills and Abilities



Confidence



Perspective



Impact of Financial Education

Type of Financial Education	Mean Score*
One-on-one Financial Counseling	4.01
For-credit Personal Finance Course	3.89
Seminar on Money Management	3.71
Seminar on Managing Student Loans	3.59
Online Financial Education	3.35

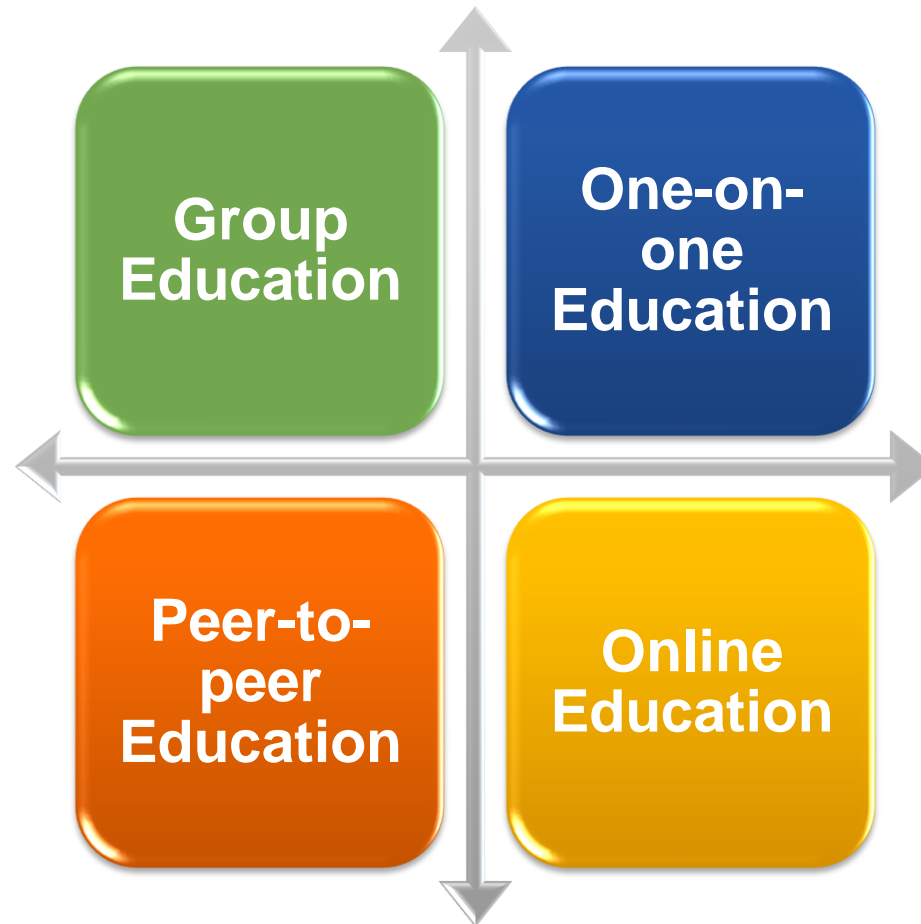
*5 = Extremely Helpful; 4 = Very Helpful; 3 = Somewhat Helpful; 2 = Not Very Helpful; 1 = Not At All Helpful

COMPONENTS OF A FINANCIAL LITERACY PROGRAM

Topics

- Budgeting and the Financial Planning Process
- Credit
- Major Purchase Planning
- Paying for College
- Taxes and Insurance
- Combining Finances
- Saving and Investing

Delivery Method



Marketing and Promotion

- Utilize social media (Facebook, Twitter, etc.)
- Build it into existing services
- Promote to other offices for referrals
- Word-of-mouth

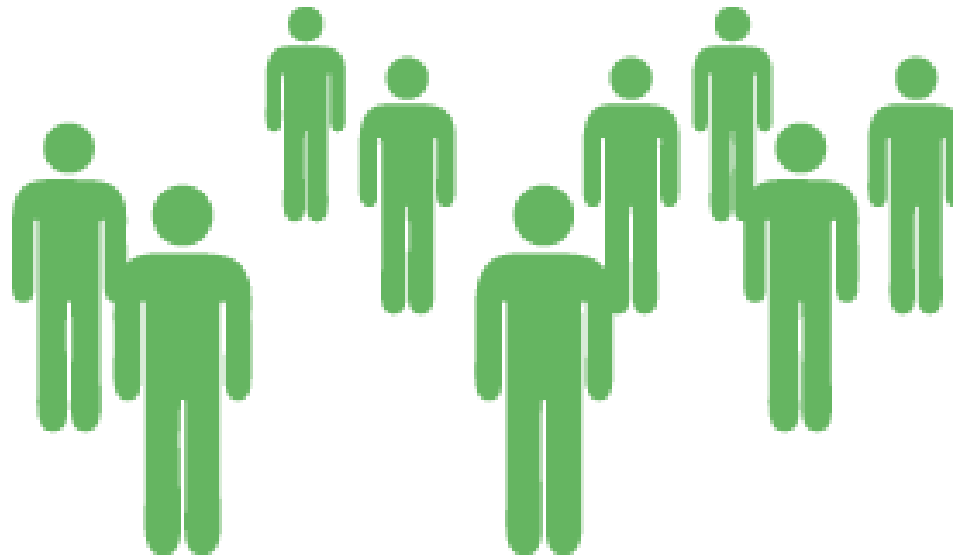


Evaluation and Assessment



LEVERAGING CROSS- CAMPUS RELATIONSHIPS

Create a Success Team

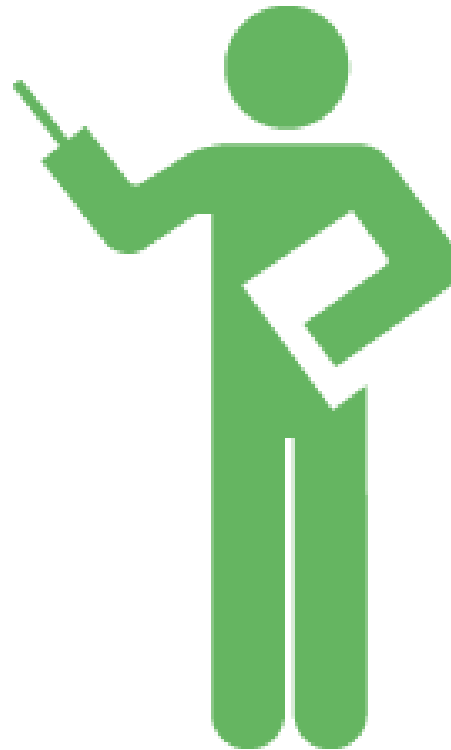


Who Should Care AND Why?



President	Student Affairs Directors
Admissions Officers	Faculty Members (who teach finance)
Enrollment Managers	Student Organizations
Bursars/Business Office Professionals	Parent Organizations
Financial Aid Administrators	Alumni Office

Talk to Your Students



MODELS OF SUCCESS

Group Education



Group Education



Online Education

UNIVERSITY *of* WASHINGTON

STANFORD
UNIVERSITY

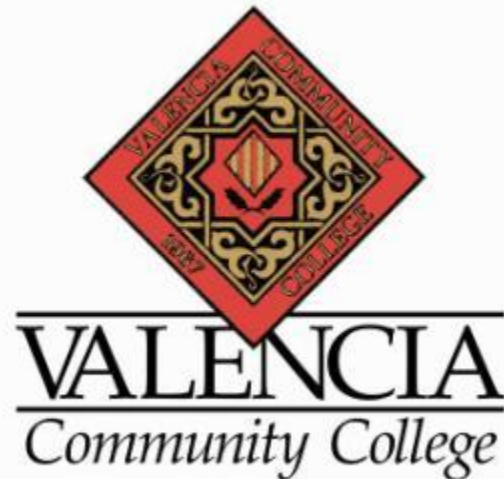


EASTERN
NEW MEXICO
UNIVERSITY

One-on-One Education



Peer-to-Peer Education



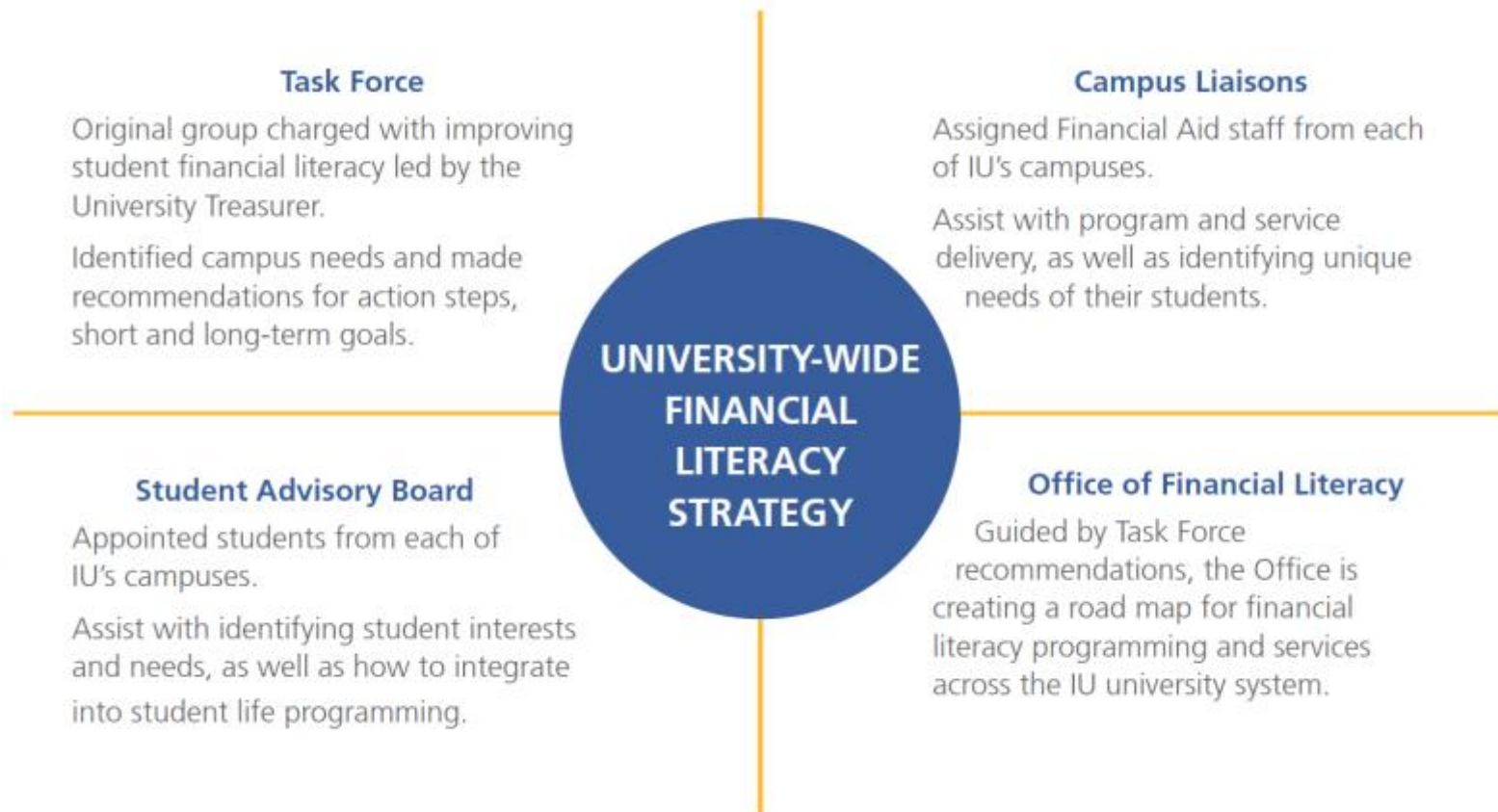
Campus Review



INDIANA UNIVERSITY



Campus Review





Campus Review

Online Education

- Money Smarts website
(moneysmarts.iu.edu)

Group Education

- One-time workshops
- For-credit courses

Individualized Education

- Peer-to-peer advising
- Virtual advising



Campus Review

1. Define and clarify the scope of your work
2. Define what success is and how you plan to measure it



Concluding Thoughts and Questions



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