



University of Hawai'i at Manoa

A Report on the UH Financial Literacy Project

A Needs Assessment

Students were asked:

- What kinds of financial information topics would they be interested in learning about?
- What were their preferred methods of delivery?

Staff/Faculty were asked:

- What kinds of financial information topics did they think students needed to learn about?
- What were the student preferred methods of delivery?

Results

	Students	Faculty /Staff
1	Investing	Budgeting
2	Getting Ahead after Degree	Avoiding Credit Problems
3	Avoiding Credit Problems	Student Loans
4	Budgeting	Avoiding ID Theft

Receiving Financial Information

	Students	Faculty /Staff
1	Financial aid interview	Extra credit
2	Event with free food	Event with free food
3	Extra credit	Website
4	Website	Financial aid interview
5	New Student Orientation	New Student Orientation

Financial Literacy Curriculum

- **Review & Select suitable curriculum**
 - Pilot
 - Evaluate
 - Revise & Adapt
- **Organize a campus committee**
- **Train peer educators as delivery vehicle**
 - Evaluate
 - Revise & Adapt

Peer Educator Workshops

Workshop Participation

- 500 students in 20 sessions
- New Student Orientation, dormitory, freshman seminars, ad hoc requests

Workshop Evaluations

- Students gained new knowledge and understanding of basic personal financial management.
- Compared with non-participants, attendees
 - Increased their awareness of money management practices
 - Demonstrated greater awareness on 13 of 20 indicators; significant differences on 5

Program Expansion

- **Shidler College of Business** faculty now incorporate the materials in training peer educators and other students considering financial planning as a career
 - Student Support Services in fall semesters
 - New Student Orientation each semester
- **Access to College Excellence (ACE)** peer mentors incorporate materials in freshmen learning communities

ACE – First Year Program

- **Fall 2009: 350 freshmen; 38 mentors**
 - Kept track of expenses
 - Class lesson
 - On-line lessons
 - Reflection
 - Pre/Post Surveys: 12/20 significant
 - Final semester reflection

SSS - Student Support Services

- **Financial literacy workshops conducted by Shidler peer educators**
 - Budgeting (freshmen)
 - Using Credit Wisely (upper classmen)
- **Kept track of expenses**
- **Used hard copy of workshop materials**
- **Wrote in journals**

Qualitative Information

- **ACE**

- Financial literacy was the most important session
- Time and money management lessons had the most impact

- **SSS**

- Not much experience with money
- Surprises, e.g., “no wonder I gained weight, I spent so much money on Jamba”
- After setting big goals, the short-term ones just fall into place

Future Plans

- **UH Saves Day – February 24th**
 - Workshops based on needs assessment
 - Exhibitors from government, nonprofit, and financial organizations
 - Live team quiz bowl
- **Funding** -- Developing grant proposal to fund a full-time administrator for program continuance

A wide-angle photograph of a tropical beach. The foreground is dominated by a vast expanse of bright white sand that stretches towards the horizon. To the left, the turquoise ocean meets the shore with gentle waves. The sky is a vibrant blue, dotted with several large, fluffy white clouds. On the right side of the frame, a dense line of lush green tropical vegetation, including palm trees, borders the beach. In the distance, a small island or peninsula is visible on the horizon under the clear sky.

Aloha!