

Spelman College

Implementing a Peer-to-Peer Financial Education Model

Peer Financial Leaders

Michelle Jenkins

*Junior, Political Science Major
Spelman College*

Jocelyn Mason-Saffold

*Junior, Psychology Major
Spelman College*

Getting Started

- Step 1: Recognized need for students to have better financial information
- Step 2: Learned about a peer-led financial education program
- Step 3: Applied for and was selected as one of 12 *Are You Credit Wise* interns nationwide
- Step 4: Completed a two-day training program

Financial Literacy Training

- Two-day training workshop in Washington, D.C.
- Training includes two major components:



Financial Literacy Topics

- How to check, read, and understand a credit report
- What do credit scores mean?
- How to create a budget- identifying needs vs. wants
- Responsible use of payments cards
- Where to go for financial advice

How to Successfully Run Your Own Campaign

- Establishing goals
- How to develop partnerships
- Generating media coverage
- Event planning 101
- Advertising and raising awareness
- Preparing for workshops

Program Materials & Support

Business cards

Posters & flyers

PowerPoint presentation

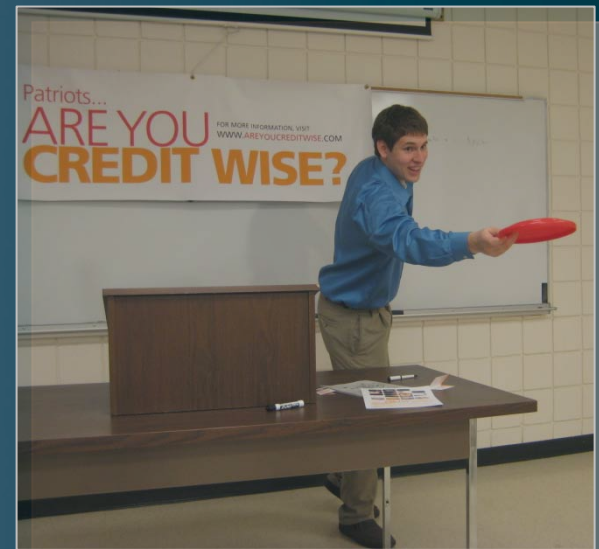
Leave-behinds (cups, magnets, pens, etc.)

Surveys

Financial advisors

Conference calls

Chat forums Chat





2008 *Are You Credit Wise?* Intern Class

Getting Started (continued)

- Step 5: Organizing the campaign
- Step 6: Creating a “home” for financial literacy (F.U.N.D.)
- Step 7: Developing partnerships
- Step 8: Defining our successes
- Step 9: Feedback and evaluation
- Step 10: What’s next?

Organizing the Campaign

- Introduce campaign to university administrators at onset
- Identify and employ advocates
- Media Coverage
- Handouts
- Advertising
- Proactivity

Spelman College

SPELMAN STUDENT EDUCATES PEERS TO BE MORE “CREDIT WISE”

October 7, 2008 - Students at Spelman College are beginning another semester of academics and preparing for everything that follows graduation, but this year one student will help her peers add one more subject to their studies: financial literacy.

Michelle Jenkins, a junior at Spelman, will lead

“Participating in the “Are You Credit Wise?” internship was such a rewarding experience because the tips and information the program

provides empowered my peers to take control of their personal finances,” said Sarah Billiter, former “Are You Credit Wise” intern who was also a featured as a guest speaker at the U.S.

Establishing F.U.N.D.

- What is F.U.N.D?
 - Financial Understanding and Negotiating Debt
- Why and how was F.U.N.D. established?
 - Recognition as a student organization
 - Philanthropy Council sponsored
 - Appointed officials for organization
- What is the primary goal of F.U.N.D.?
 - to increase financial literacy among college students through personal finance education

F.U.N.D. Partnerships

- Philanthropy Council
- Leading Women, Leading Change Leadership Center (LEADS)
- Career Planning Office
- Student Government Association
- Clubs and Organizations

Our Successes

- Invited to conduct many presentations
- Reached more than 400 students
- Built support for financial literacy through our relationships with students, faculty and administrators
- Established student-based financial literacy student group: FUND



Feedback and Evaluation

- Surveys
- Videos of student interviews
- Positive feedback from students and our partners
- Positive evaluation from *Are You Credit Wise?*
- Personal satisfaction with program success

What's Next?

- Continue to identify financial education opportunities in the greater Spelman community.