Financial Education Web Resources

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Big Picture

Situation

• Choices
  – The market place is increasing the number of choices
• Knowledge
  – Needs to catch up

*Our Choices Have Outpaced Our Knowledge*
Three Lessons Learned
(and Misapplied)

1. **Student debt is ok because college/trade school pays for itself**
   - All debt is ok regardless of type, terms or amount

2. **The future is bright**
   - I’ll be rich and have no expenses

3. **Hard work is good**
   - I can always earn my way out of over-consumption
Know Your Audience

• Can’t be judgmental
• Peer learning is best
• Discovery/surprise
• Entertain me
• Five years = forever
• Consumerism is gravity
• Government is trusted source
www.ControlYourCredit.gov

Don’t let your credit put you in a bad place.

Go to ControlYourCredit.gov
Taking Ownership of the Future

The National Strategy for Financial Literacy
2006
Welcome!

The National Financial Education Network Database for State and Local Governments Web site was developed by the National Association of Government Defined Contribution Administrators (NAGDCA) in consultation with the Financial Literacy and Education Commission's National Financial Education Network (Network).

The Web site is comprised of materials submitted by the members of the Network to provide resources on financial literacy to the general public. Click here for a list of Network members.

The database provides links to resources which are hosted on other organization's Web sites. Please note that by clicking on the link of a resource you will be leaving the Network Web site.

Thank you for visiting our Web site!
Case Study #1: The stock market

- Good Tip: Take the long view
- Better Lesson: Have respect for market fluctuations
- Diversification
- Dollar-cost averaging
- Investment horizons
- Periodic rebalancing of portfolio
Case Study # 2: Failure of Financial Institutions

• Good Tip: Your money is safe in an insured bank/credit union
• Better Lesson: Pay attention to your savings/checking account
  • find out if the institution is insured and to what extent your savings are insured
  • what rate are you getting
  • what is the minimum balance
  • what fees are you paying that you don’t need to
  • overdraft protection, how does it work
Case Study #3: Real Estate Market

- Good Tip: Work with lender to avoid foreclosure
- Better Lesson: How to control other expenses to keep current with mortgage
- Budgeting
- Cost-cutting
- Scale back non-essential spending
The Financial Literacy Group

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Key Drivers

- The alarming number of lower-income and minority students who never consider, let alone go, to higher education
- The statistic that by age of 24, only 9 percent of low-income students earn degrees compared with 75 percent of high-income students.
Vision

• The vision of this site is to start a movement toward higher education.
• By using relatable tools and providing necessary content with the right message, this site aims to inspire everyone to look toward a future beyond high school.
• The primary target audience is 9th-12th graders who are low-income and/or first-generation students
Goals

1. Create and inspire hope that college is possible
2. Engage students by building a site that they can relate to
3. Inform and activate students by giving them the info, tools and resources to take action/steps to go to college
Built with Student Input

• Received student feedback:
  – Create something with a non-government look and feel
  – Come to us where we are
  – Have people that look like me
  – We trust other students

• Field-tested site design
• Conducted usability testing
• Engaged in content dialogue with students
college.gov conveys that college is an achievable goal for anyone, regardless of income, ethnicity, age or gender.
college.gov Demo
"I'm going to ride my Success to my Destiny!"

How I'm going

A great education can help you achieve your dreams. You can do it, and here's how:

why go
See how education creates more opportunities. > go

what to do
Learn how you can make your college dream a reality. > go

how to pay
It might be easier than you think. > go

grants, loans, more
Why Go:

- boost your earnings
- find your passion
- prove your potential
- grow with help and support
- lift your family

It can make a huge difference in your life — and your family’s. More education can open doors of opportunity, financially and personally. Find out what going can mean for you:

- **boost your earnings**
  - more education = more opportunity
- **find your passion**
  - endless possibilities
- **prove your potential**
  - you can succeed
- **grow with help and support**
  - don’t go it alone
- **lift your family**
  - create a legacy of success
higher salaries: earn more during your career

Studies prove it: continue your education after high school and you’re likely to make more money than people who stop at high school. As an example, a college graduate can afford to buy a large, flat-screen TV in 1-2 months while a non-college graduate might have to work for 3-4 months to buy the same TV.

skills for today's jobs: have more options

Today, more jobs than ever before require specialized training or a two-year degree. You can prepare yourself for these jobs by completing a 2-year degree or attending a 2-year college.
what to do

Preparing to go to college can seem complicated. But if you break it down, it's easier to understand. Use these pages to plan and organize your path to college or other postsecondary ("after high school") education:

- **find schools** ➔ make the best match
- **take the tests** ➔ tips and guidelines
- **apply for admission** ➔ improve your chance of success
- **start preparing now** ➔ it's never too early, or too late
- **your college roadmap** ➔ get a customized desktop or poster
- **need more help?** ➔ additional resources

Video transcript — Viridiana
University of Texas
find schools

make the best match

"There's so many important factors in choosing a college that will work for you. The atmosphere at the university and the community that it's in and the people that are there. What city is it in? What part of the country is it in? What's it like to live there? But it's different for everyone. It ranges from financial, to the climate, to the types of students that are there, to the programs that are offered at the school."

Liz
Louisiana State University

Kinds of Schools: Set Your Course

The school you choose needs to fit your interests, career goals, your financial situation and other factors (see the Find the Right Fit section below). Schools fall into these basic types:

- **Public versus private.** Public schools are operated by state and local governments. Tuition is often less at a public school. Private schools are not affiliated with a government organization. They may be non-profit, such as colleges run by private foundations or religious denominations. Or, they may be for-profit businesses, such as many career, trade or technical schools.

- **Four-year colleges and universities.** These can offer bachelor's, master's and doctorate degrees, and sometimes include professional schools, like law school or medical school. Universities tend to be larger than colleges.
take the tests

tips and guidelines

What They're for: Show Your Stuff

High schools vary from place to place, so colleges can't look at grades alone. Standardized tests provide a consistent way for colleges to evaluate students. Most colleges require you to take one of the most common tests, the SAT® or the ACT®. Check with the colleges you plan to apply to for their testing requirements.

Success Strategy: Prepare, Study, Repeat

To take these tests, you should be armed with more than a #2 pencil. Both major testing organizations offer lots of resources to help you prepare and study. Both also offer preparatory tests you can take early. Your local library and bookstore have books that can help you prepare. And if you don't do well the first time, don't panic — you can re-take the tests to try to raise your score.


"When it comes to taking standardized tests, put the effort into them to study. You're making an investment in your future. There can be a very big gain out of taking the standardized tests two or three times, because most people improve when they take it again. In the long run, I was able to get more scholarship money simply because of my score on the standardized tests."
need more help?
additional resources

Throughout this site, we've suggested certain steps or resources to help you reach your educational goals.

But if your school doesn't have those resources, or circumstances make it difficult to follow that advice, you're not alone.

The good news is there are many people and organizations willing to help you. The information here can point you in the right direction.

Get Someone on Your Side

Find an adult who wants to help you pursue your educational goals. It may take some looking, but they are out there.

So talk to someone — if not a parent or school counselor, then talk to other family members, a guardian, teacher, coach, someone at your place of worship, a businessperson or simply someone you know who went to college. Let them know you want to go to college and ask if they can offer any advice, help or support.

Find Help in Your Community

Sometimes help is right down the street. Look to resources within your community. You may discover supportive mentors, local scholarship opportunities, new ideas and information.

- **The Library**: If you have limited Internet access or prefer books and brochures to the Web, this is the place to go. Librarians can also help you find answers to your college questions. Find your local library.
how to pay

The resources are out there. Check out what kind of financial help is available, and how you can get it.

get the basics
financial aid 101

learn what's available
grants, scholarships, loans and more

be money smart
get the most bang for your buck

apply for federal student aid
fast track to FAFSA

golden transcript

Tony
University of Texas: Pan American

click to play

get the basics
apply for federal student aid
fast track to FAFSA

Introducing the FAFSA: Let the Funds Begin

Getting financial aid starts with the Free Application for Federal Student Aid or FAFSA.

By filling it out, you apply for the U.S. Department of Education's federal student aid programs, the largest source of student aid in America. In many cases, you're also automatically applying for funds from your state, and your school as well.

Who It's For: See If You're Eligible

You might be eligible if all of these apply to you:

- You are a U.S. citizen or eligible noncitizen
- You are a high school graduate or GED holder
- You are working toward a degree or certificate in an eligible program
- You are not in default on a federal student loan and do not owe money to the government related to other grants or loans

Get complete eligibility information.

Completing the FAFSA: Do It Online

It's recommended that you complete the FAFSA online. More help is available online, and you'll get a response within 3-5 days, rather than 2-3 weeks by mail.
I’m going to make my family proud.

Believe you can do it!

Prepare:
- Keep your grades up.
- Join clubs, sports or volunteer activities.
- October: take the PSAT test. It’s good practice for the SAT Reasoning Test, and could win you a scholarship. And/or, take the PLAN test (to prep for the ACT test).
- Confused about tests? Ask a counselor.

Research:
- Find a school counselor, teacher or mentor you trust for guidance, help and support.
- Ask a college graduate for advice on preparing to go.
- Use local libraries and the Internet to research schools.

My dream school is State College

My “I’m going” Roadmap

sophomore
info for parents / family

ways to support

As a parent or a child’s primary caregiver, you may wonder whether education after high school is necessary or a good fit for your child. Or maybe you want to know how to help your child go to college. The answers are right here.

After you finish this section, go through the Why Go, What to Do and How to Pay sections of this site. The information and resources there will also be valuable to you.

why they should go
a better life, the greatest gift

what you can do
be a partner in their progress

how to deal with the cost
making opportunities affordable
How You Can Help

• Order college.gov materials through http://FSApubs.org
• Link to college.gov on your website or blog
• Spread the word. Encourage your students and peers to visit college.gov
• Check out college.gov for yourself and send us your comments and suggestions at college@ed.gov
Questions?
Visit www.college.gov and provide feedback on your experience!