

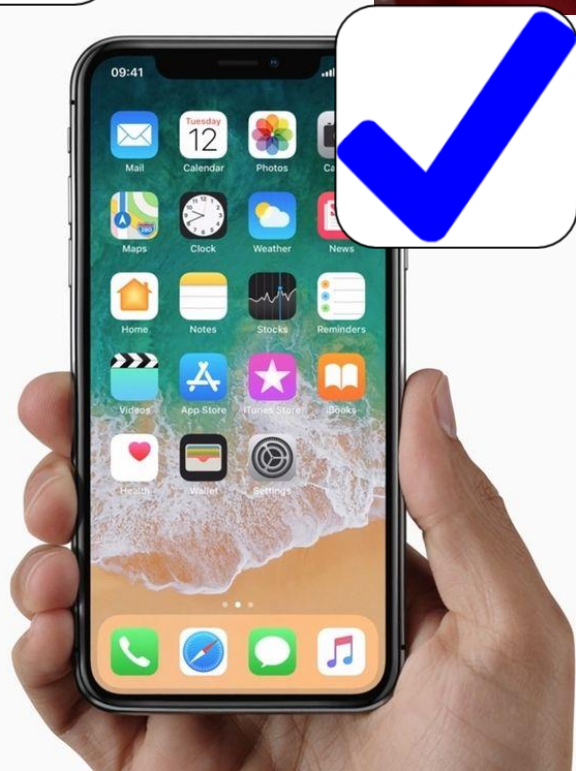
ROAD TRIP!

Jennifer Wilson, MS

jennifer.wilson@ttu.edu



TEXAS TECH UNIVERSITY
Personal Finance™





*45 minutes down the road...
Did you remember?*

Financial Literacy

Oh no.. I forgot my life skills!
TURN THE CAR AROUND!



YOU KNOW IT'S TOO LATE TO TURN AROUND



**Now YOU JUST HAVE TO
FIGURE IT OUT ONCE YOU GET THERE...**

HOW CAN WE PLAN FOR A ROAD TRIP TO FINANCIAL SUCCESS?



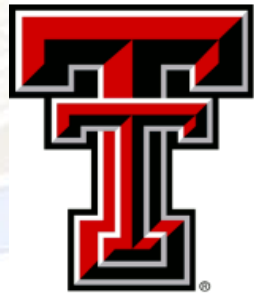
High School

College



Life After!

SUCCESS



TEXAS TECH
UNIVERSITY.



VISION

1



TEXAS TECH
UNIVERSITY.

Financial Aid & Scholarships



Course Experience



TEXAS TECH UNIVERSITY
Personal Finance™

Peer to Peer Coaching



Community Outreach

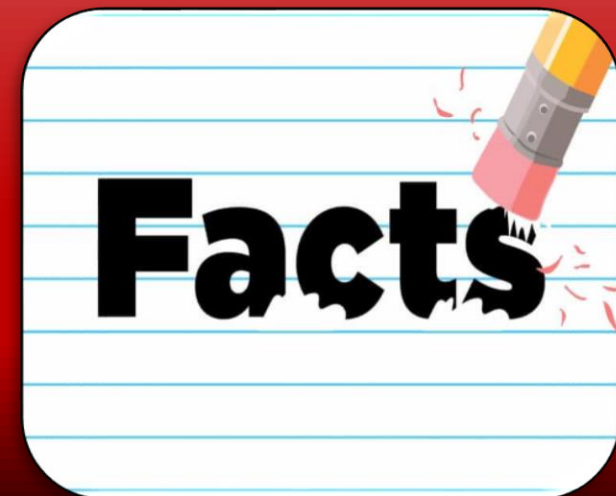


KNOWLEDGE • EMPOWERING • YOU
Unlocking Your Financial Future



TEXAS TECH UNIVERSITY
Student Financial Aid & Scholarships™

WHAT BROUGHT US TOGETHER?



FOCUS:
STUDENT FINANCIAL HEALTH

Financial Health Production Process

INPUT

OUTPUT

Awareness

Personal Finance Knowledge & Skills

**Financial
Literacy**
(FUNCTIONAL)

**Financial
Psychology**
(PERCEPTUAL)

Habituation

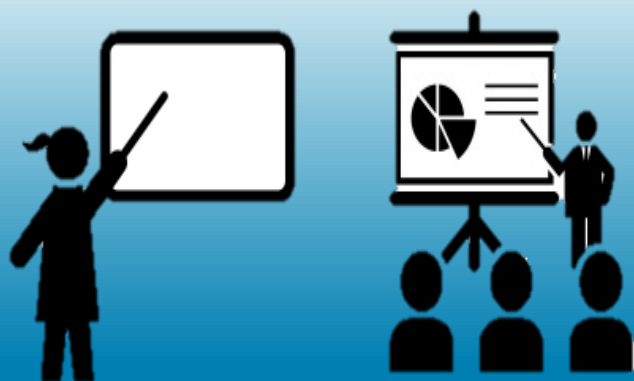
- Practice
- Perform

Examination

Correct/Adjust

**FINANCIAL
HEALTH
STATUS**

Educators

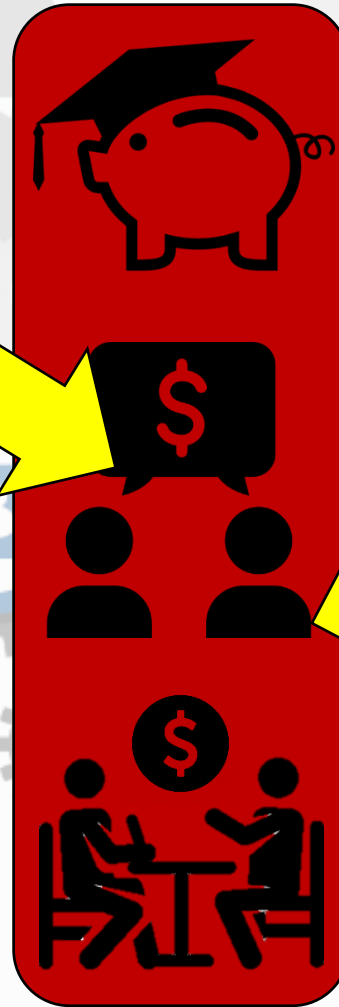


Counselors/Planners

WHAT'S NEXT?



STUDENT SERVICES



- ✓ **Online referral tracking system**
- ✓ **Research to see if students utilize services and follow up on referral appointments**
- ✓ **Measure the impact of campus collaboration**
- ✓ **Increase financial resources for students entering/exiting Texas Tech**
- ✓ **Get financially fit! (focus on student financial health)**

2



Core Course Requirement



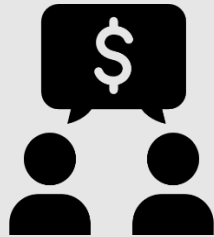
*Excel Badge & Micro Credentialing
(long term goal)



TEXAS TECH UNIVERSITY
Personal Finance™

3

STUDENT LOAN DEBT PLAN



TEXAS TECH UNIVERSITY

Student Financial Aid & Scholarships

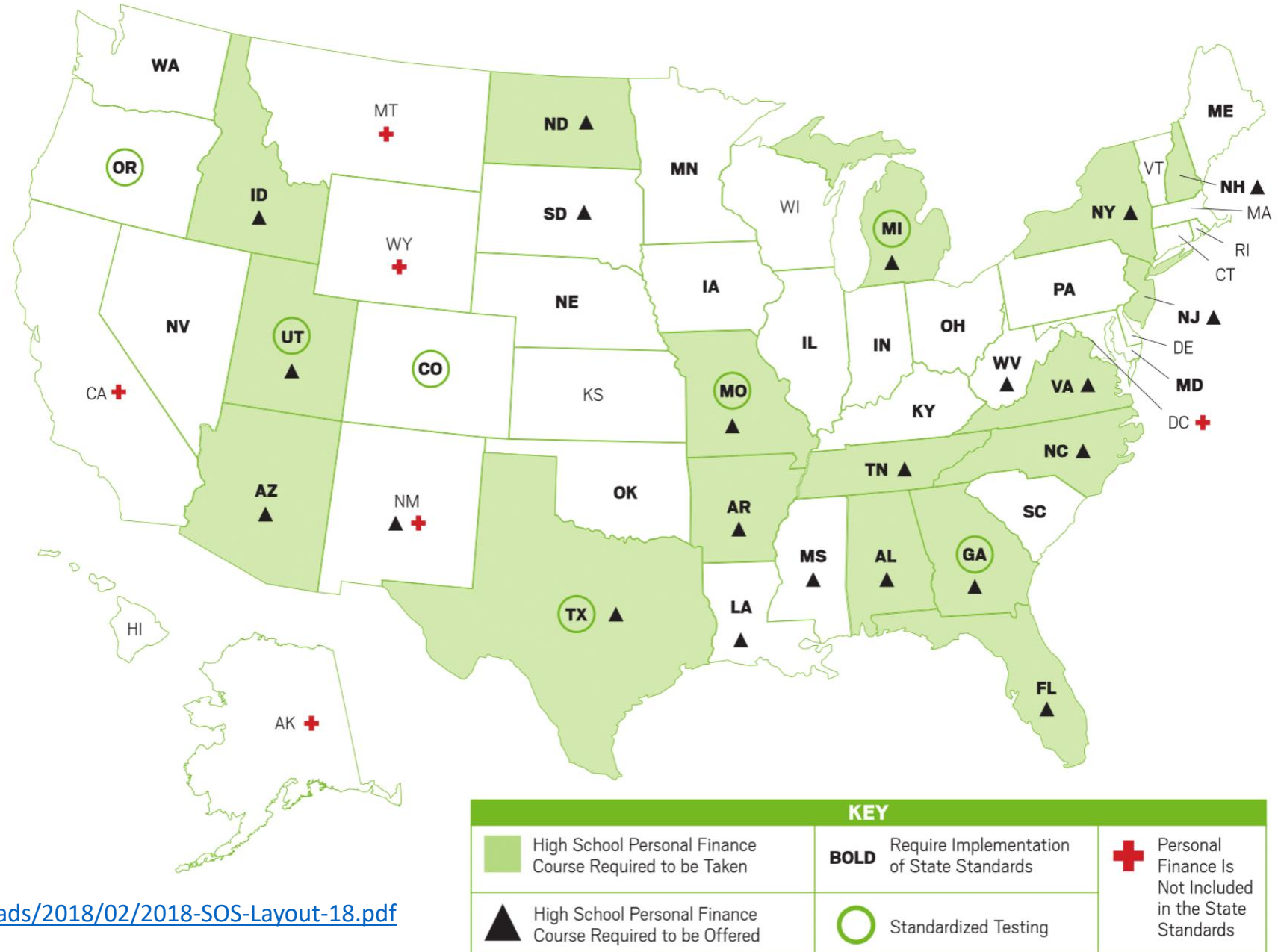
VISION



**Journey to get students
financially literate before
they graduate!**

Way to go TX!

- ✓ Included in the K-12 Standards
- ✓ Standards Required to be Implemented by Districts
- ✓ High School Course Required to be Offered
- ✓ High School Course Required to be Taken (Personal finance instruction integrated in another course)
- ✓ Standardized Testing





The Financial Literacy Advisory Committee (FLAC)

Student Debt Goal

“by 2030, undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.”

Strategy

“convene a statewide advisory group to determine ways to better advise students and parents on financial aid options and the impact of those options on students’ finances before, during, and after their college careers.”

Source: A Report on the Activities of the Financial Literacy Advisory Committee 12/17



The Financial Literacy Advisory Committee (FLAC) RECOMMENDATIONS

- 1) Portable and Personalized Tool
- 2) Enhanced Training
- 3) Branding and Partnerships

Source: A Report on the Activities of the Financial Literacy Advisory Committee 12/17

1

START EARLY!

PERSONAL FINANCE

NEXT EXIT ↗



KEEP THE MATH REQUIREMENT GOING!



ELEMENTARY → MS → HS → COLLEGE!



(C)ISTOCK.COM/PEOPLEIMAG



2

ENHANCED TRAINING

“PFI CAN DO THAT FOR YOU!”



TEXAS TECH UNIVERSITY
Personal Finance™





Instructor: Jacob Tenney



INTRODUCTION TO PERSONAL FINANCE

PFI/PFP
3301



Home



Let PFI help YOU!



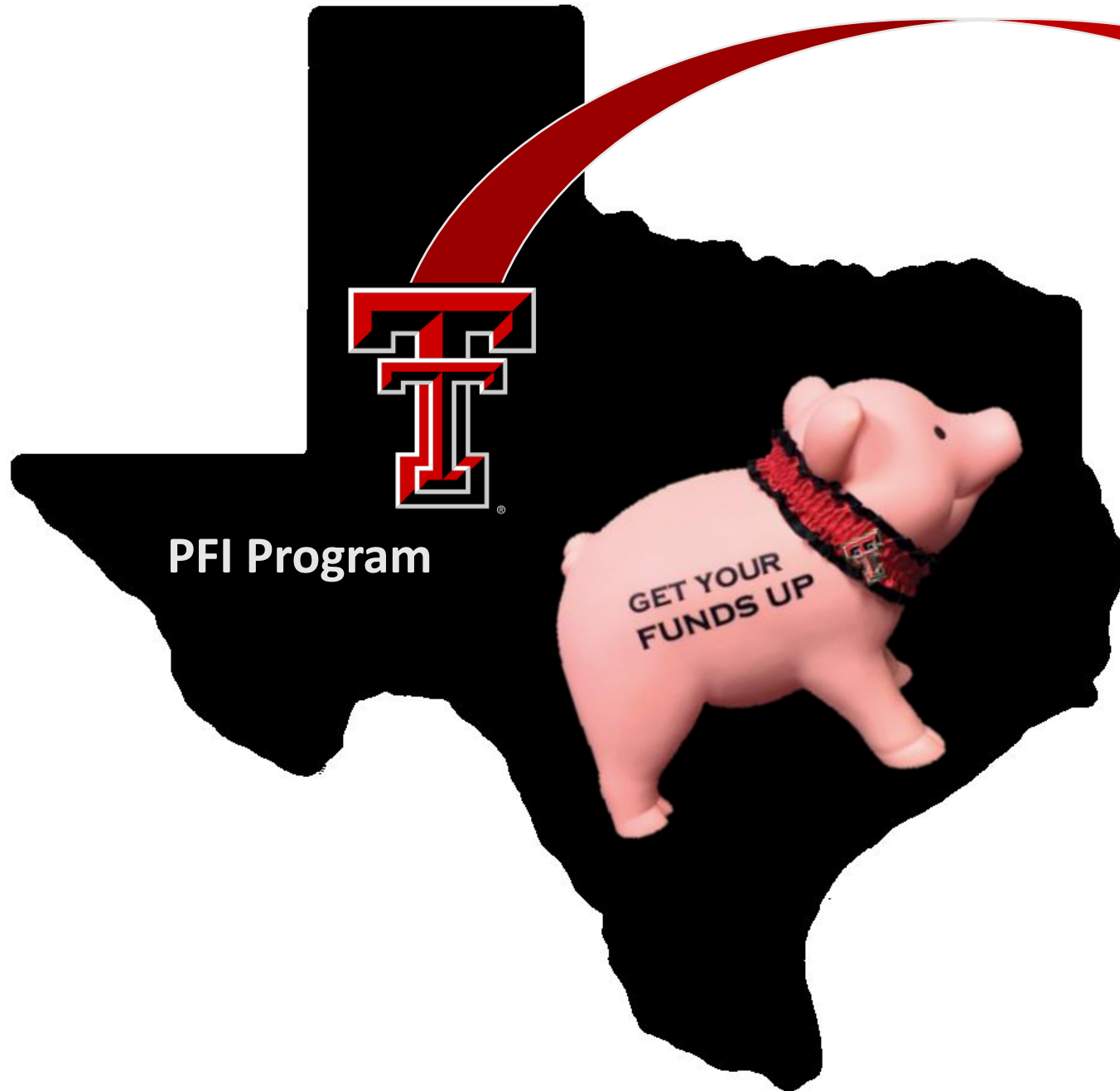
- ✓ Train the Trainer (Intro course → Capstone course)
- ✓ Course design, content, and curriculum is based off of sound research methods
- ✓ Serve about 1500 students per semester thru our online and/or face to face courses
- ✓ In need of a personal finance course, but don't have the resources or capacity? Partner with PFI!

We've been through it all – trust us! 😊

3

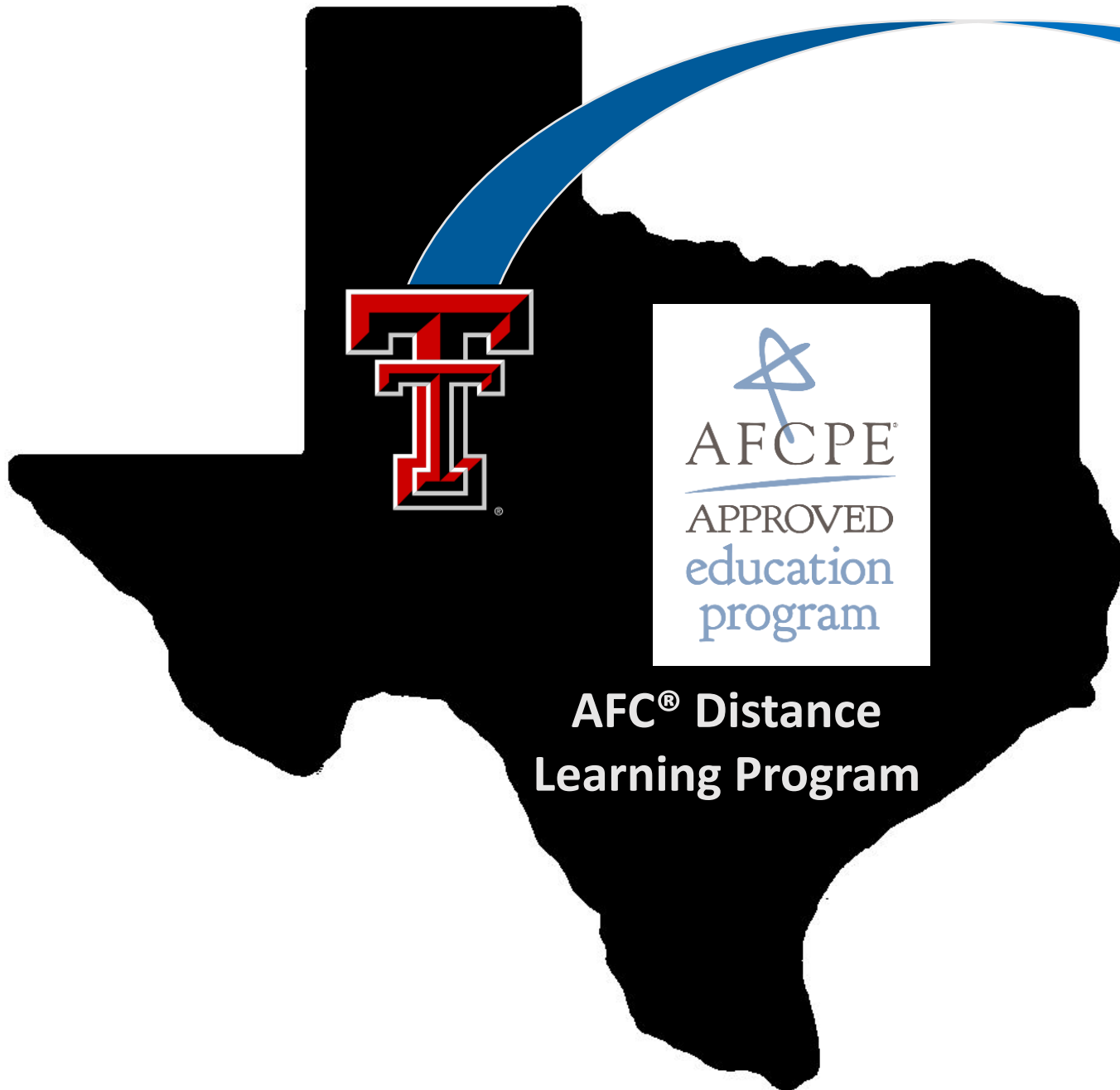
BRANDING & PARTNERSHIPS





Provide the financial education requirement to help students become financially literate before they graduate!

If you have a student money management center – we can partner with YOU!



**Partner with your
program/department to offer
the educational requirement to
sit for the Accredited Financial
Counselor (AFC®) exam.**

**This credential is a perfect
opportunity if you are working
with students one-on-one.**

RAISE

TACFEP

PFI

FLAC

60x30TX

✓ **SPREAD THE WORD!**

- ✓ Focus on programming that doesn't have the resources or capacity to implement financial literacy – build partnerships!



Awww... SNAP! Buckle Up!
Write down a short powerful statement to express the importance of financial literacy!





**Don't
mess with
Texas.**



**Live
Free
or
Die**



TEXTING
WHILE DRIVING
ON CELL NO

Don't Litter, It Hurts! Don't Drink & DIE! Trust the Force, Buckle Up! Get Your Head Out of Your Apps, Drive Safely! Clicket or Ticket, Buckle Up! See Orange Cones, Put Down the Phone!

**“Don’t Let Debt Drive, And
You’ll Stay Alive”**

**“Know YOUR Debt or You’ll
Regret!”**





The Financial Literacy Advisory Committee (FLAC)

GOALS

G #1: Equip students and families with “Funding Your Future through Training & Education” (FYFTE) information through curriculum and advising along every step of the education pathway.

G #2: Ensure guidance and resources are simple, understandable, actionable, and effective.

G #3: Leverage the resources of schools, institutions of higher education, foundations, associations, businesses, government agencies, and other key stakeholders to support postsecondary financing curriculum and advising.

Source: A Report on the Activities of the Financial Literacy Advisory Committee 12/17



The Financial Literacy Advisory Committee (FLAC)

G #1: Equip students and families with “Funding Your Future through Training & Education” (FYFTE) information through curriculum and advising along every step of the education pathway.

Objective #3: Encourage checkpoints in postsecondary education emphasizing the importance of completing education after high school and outlining the financial support available.

Strategy: Embed programming into college curricular, co-curricular, and extra-curricular activities.

MATH Requirement (core course integration)



The Financial Literacy Advisory Committee (FLAC)

G #2: Ensure guidance and resources are simple, understandable, actionable, and effective.

Objective #2: Expand the number of trained individuals to deliver FYFTE content.

Strategy: Expand opportunities for the completion of FYFTE-focused Continuing Professional Education (CPE).

TTU Personal Finance Program

Train the Trainer (content/course curriculum model)

Source: A Report on the Activities of the Financial Literacy Advisory Committee 12/17



The Financial Literacy Advisory Committee (FLAC)

G #2: Ensure guidance and resources are simple, understandable, actionable, and effective.

Objective #2: Expand the number of trained individuals to deliver FYFTE content.

Strategy: Micro-credentialing

Partner with the TTU Personal Finance Program

Future Beta Test Project (exploring digital badging)



The Financial Literacy Advisory Committee (FLAC)

G #2: Ensure guidance and resources are simple, understandable, actionable, and effective.

Objective #2: Expand the number of trained individuals to deliver FYFTE content.

Strategy: Leverage teachers, as well as counselors

AFC[®] Distance Learning Program

Source: A Report on the Activities of the Financial Literacy Advisory Committee 12/17



The Financial Literacy Advisory Committee (FLAC)

G #3: Leverage the resources of schools, institutions of higher education, foundations, associations, businesses, government agencies, and other key stakeholders to support postsecondary financing curriculum and advising.

Objective #1: Brand the financial literacy efforts to promote a better understanding of how and why to pay for training and education after high school.

Strategy: Create universally recognized and referenced materials for use across the state.

TTU Personal Finance Program's Model



The Financial Literacy Advisory Committee (FLAC)

G #3: Leverage the resources of schools, institutions of higher education, foundations, associations, businesses, government agencies, and other key stakeholders to support postsecondary financing curriculum and advising.

Objective #2: Brand the financial literacy efforts to promote a better understanding of how and why to pay for training and education after high school.

Strategy: Expand the coordination of efforts to develop partnerships with schools, non-profits, businesses, and state agencies to support the creation and promotion of the FYFTE strategic plan.

TTU Financial Capability Internal & External Referral Network Model

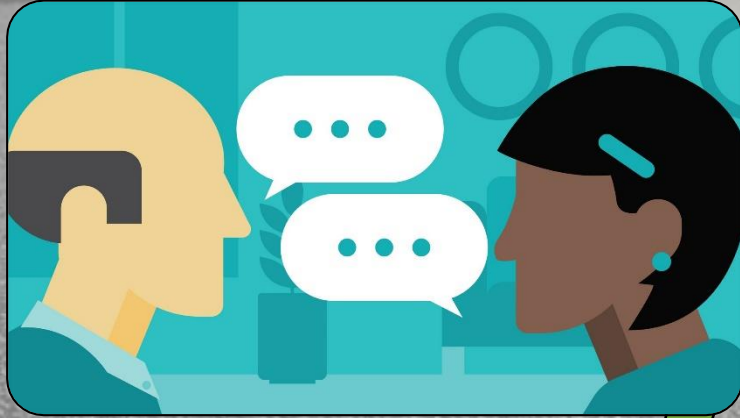
INCREASE STATEWIDE PARTICIPATION!

*Save
Automatically*



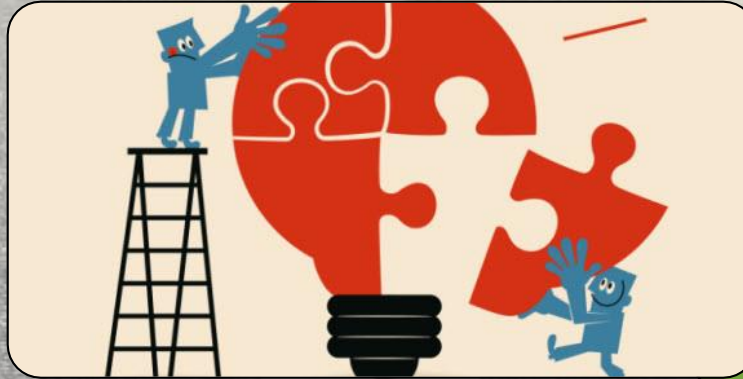
AMERICA SAVES WEEK

HOW CAN WE PLAN FOR A ROAD TRIP TO FINANCIAL SUCCESS?



Communication

Collaboration



Thru ALL of US!

SUCCESS

ARE WE THERE YET?!



QUESTIONS?



TEXAS TECH UNIVERSITY
Personal Finance™