

Taking Financial Wellness to Scale: **Innovative Practice-Based Solutions and Advocacy Tracks**

Are your students **winning** or **losing**?

Program Development



Where to house




I don't care

You just need someone passionate

Often housed out of Student Affairs / Life / Success Offices

Driven by buzz words: Retention, Persistence, Graduation

Steeped in traditional Student Affairs functions



Combining with other initiatives

Other planning happening on campus:

- Campus Affordability
- Debt Reduction
- Default Management Teams
- Predictive Analytics for Success

Student finances a part of student success / predictive analytics

**Other universities see finances as
Financial Aid and/or Bursar issue**

Financial Aid needs to house or lead the
delegation

Convening groups:

Develop a common understanding of WHY

Map the student financial lifecycle

Be prepared for the “why us?”

Establish a shared vision of outcomes

Partnerships that will build audiences

TRIO Programs

Banks / Credit Unions

Academic Departments

Extension Offices

Residence Halls

Student Life Areas

Bridge Programs

Rogue Staff



Measuring success



Monitor, refine, and grow

Delivering Content

Financial education is more effective when material **closely precedes a financial decision.**



Technology can help reach students at critical decision points.

But you must focus on the **user experience** to have maximum impact



User experience

“User experience” encompasses all aspects of the end-user’s interaction with the company, its services, and its products.

The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company’s offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.

[More about user experience from Nielsen Norman Group](#)

Without good user experience, students are less likely to engage with financial literacy.

We need them to be engaged.

Online Delivery

Online delivery:

- just-in-time
- constant presence
- efficient in providing new information
- more digestible for students

Indiana University

moneysmarts.iu.edu and MoneySmarts U



Penn State University

MoneyCounts

Peer-to-Peer

Peer-to-Peer:

- High-touch; relevant to individuals
- Engaging
- Cost inefficient
- Emotional
- Career benefit for peers



The Ohio State University

Scarlet and Gray Financial

Scarlet and Gray:

- 40+ student peer educators
- Partnerships draw increased numbers
- Streamlined training process
- Dedicated space for appointments
- Housed in student affairs



Portland State University

Financial Wellness Center

PSU Financial Wellness Center

- 12 staff trained in financial education
- Housed in student financial services
- Makes financial aid more approachable
- Using professional staff makes appointments/training easier to manage



Focus on the person when providing
solutions and training

Benefits Assistance

Benefits assistance

Solutions to eliminate barriers to completion

- Food
- Housing
- Child Care
- Utilities
- Healthcare

Helps students access resources they might not know are available



Cuyahoga Community College

Project Go

Other Methods of Delivery

Other Methods of Delivery

- Required online financial literacy
- Debt letter
- Incubator
- For-credit course

Questions?

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