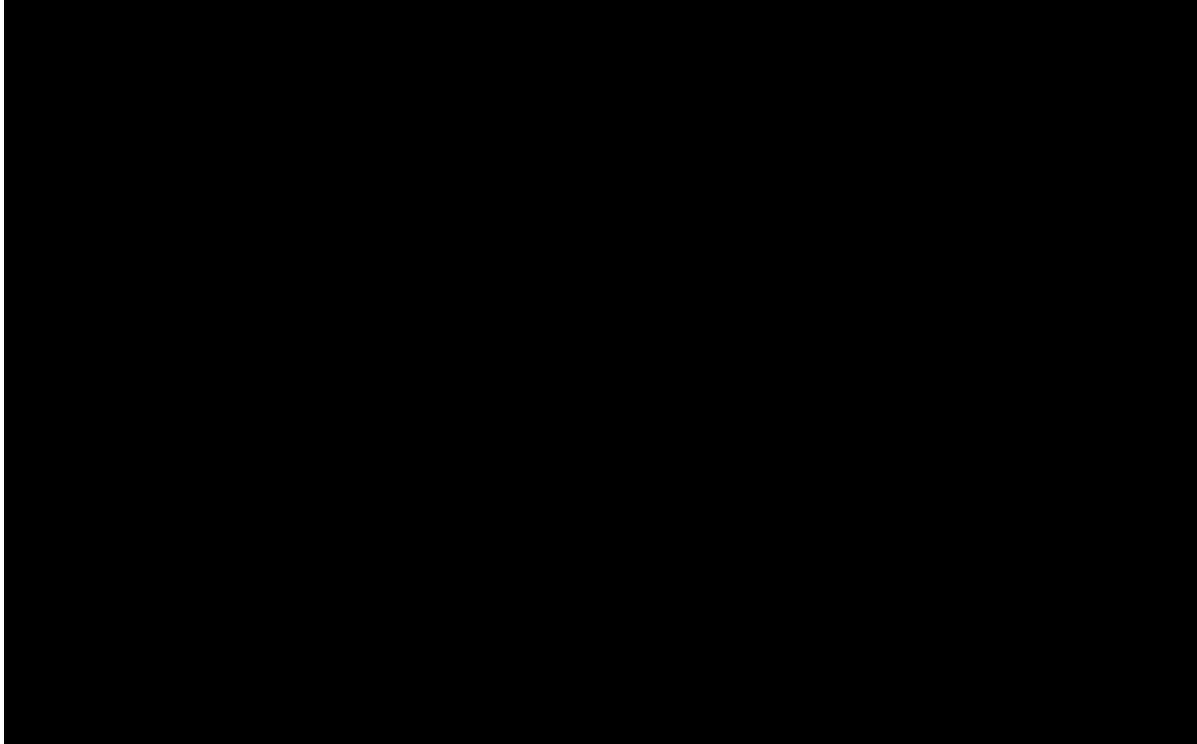


COHEAO and HEFWA  
Financial Wellness Forum

January 31, 2018  
Washington, DC

# Richard Thaler Explains it All



# Richard Thaler

- Nobel Prize, 2017
- Behavioral Economist
- University of Chicago Faculty
- Author: Nudge
- Appeared in the movie, “The Big Short”
- Three psychological traits: limited rationality, perceptions about fairness and lack of self-control.

# COHEAO Ongoing Financial Wellness Initiatives

- Session(s) at each COHEAO Conference
- Financial Wellness Task Force Meeting
- Webinar(s) annually
- Monthly Newsletter
- Advocacy and SME Support
- Denver Mid-Year Workshop 2016
- COHEAO White Papers

# COHEAO 2012 White Paper

*Raising Awareness, Creating and Developing Programs,  
and Improving Effectiveness*



COHEAO Financial Literacy Awareness White Paper

November 2012

# COHEAO 2014 White Paper

## Financial Literacy in Higher Education:

The Most Successful Models  
and Methods for Gaining Traction



COHEAO Financial Literacy Awareness White Paper

March 2014

## The Financial Transition from Student to Employee:

Implications for Higher Education and Employers

# Top Employee Survey Employee Issues

- Identity Theft
- Pet Care
- Student Loan Debt
- 529 Plans/Planning for College
- Long Term Care Planning



# Long Term Impact of Lack of Financial Capability

- Transition to career...financial confidence
- Understanding Employer Benefits
  - Medical Deductibles, HSA, Savings, etc.
- Impact of Student Loan Debt in workplace
- Long Term Investing Issues
  - Retirement
  - Long Term Care Planning

# Purpose of Financial Wellness Forum

- Engage Community in Significant Financial Wellness Conversation
- Trends and Issues
- Continue to highlight industry “results based” best practices
- Highlight the Student, Institution and Alumni Value
- Advance the efforts for Assessment and Research

# Setting the Stage for Today

- Retention and Completion Grants
- Ongoing Financial and Debt Education
- Greater focus and resources toward Financial Wellness
- Campus Wide Initiative
  - Academic, Student Affairs, Career and Alumni

# COHEAO and HEFWA Financial Wellness Forum

- Partnership with Higher Education Financial Wellness (HEFWA)
- Two Founders and Co-Chairs
  - Phil Schuman
  - Bryan Ashton

