

BUILDING THE FUTURE



University of Houston System Student Affairs and Enrollment Services
2019 LEADERSHIP CONFERENCE

MMI: How to Create Financial Literacy Training for Staff

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Learning outcomes

- 1** Participants will be able to explain the need for a financial literacy staff training program.
- 2** Participants will be able to identify steps to creating a financial literacy program specific to their university community.
- 3** Participants will be able to list individuals and offices that they can collaborate with to create and promote a financial literacy program at their institution.
- 4** Participants will be able to draft a proposal for creating a financial literacy program at their institution.

Our inspiration

EAB's 2016 Innovation Profile highlighted the benefits of a College Affordability Academy. In the report they provided information on the successful implementation of a College Affordability Academy at Robert Morris University. Below are some key factors from their model.

What: Training program regarding financial literacy for university staff to better assist students and families.

Who: Pilot group included admissions counselors, financial aid staff, online counselors, career development staff, black male student services, and alumni relations staff.

How: Eight modules (7 required for completion)

- Video & reading assignments completed prior to each in-person session
- In-person sessions with presentations, discussions, and exercises
- Group capstone project

Modules:

- Trends in Student Aid
- How RMU Measures Up
- Loan Entrance Counseling
- Financing Higher Education
- Debt Management and Counseling Families
- Majors and Income
- Impacting Employability
- Landing Jobs Over a Lifetime

Budget Items: Participants received a completion certificate and windbreaker at the conclusion of the academy.

Source: EAB "Creating a College Affordability Academy" <https://www.eab.com/research-and-insights/student-affairs-forum/expert-insights/innovation-profile-8>



Our proposal

What: Training program regarding financial literacy for enrollment services staff to better assist students and families.

Who: Pilot group would include enrollment services staff from all departments. We would like at least one front-line staff person and one processing staff person from each area.

How: Seven lessons (all required for completion)

- Content Review required prior to each in-person lesson (videos, readings, homework)
- In-person sessions with presentations, discussions, and exercises
- Group synergy project

Delivery Method: Online content (videos, readings, homework, and quizzes) will be delivered via BlackBoard.

Lessons:

1. Course Intro, Overview, & Current Trends
2. The UH Student: Why Money Matters
3. Majors & Money
4. The Cost of Higher Education
5. Loan Counseling & Debt Management
6. Tie It All Together – Counseling Students & Families
7. Synergy Project Presentations

Budget Items: We would like to provide the following for participants:

- Binder including module information, activities, notepad, and pen
- Certificate of completion at the end of the institute
- Branded giveaway item: current ideas include glass paperweight and t-shirt
- Snacks for in-person sessions

Draft your own proposal

Financial Literacy Training Proposal

What:

Why:

-
-
-

Who:

When:

Where:

Location	Contact	Cost

What: Training program on financial literacy for enrollment services staff to better assist students and families.

After our pilot group successfully completed our program, we were asked to expand the program to be inclusive of all university staff

Identify the needs of your campus

Why MMI?

- Extend the reach of financial literacy programming
 - 1 financial literacy counselor for 46,000 students
- Educate staff on how to talk to students and families about navigating finances in planning for higher education
- Enhance student success by removing financial barriers

Gather your data

- Student populations (First-gen., Pell Grant eligible, TASFA, international, etc.)
- Current staff development (cross-training, inter-department collaborations)
- Customer service assessments
- Assessment of staff knowledge on financial literacy topics

Steps to create your proposal

Who: Pilot group would include enrollment services staff from all departments.

When: Identify your target launch date/semester. Build your timeline backwards from that date. (You may find that you will need to adjust the launch date.)

Where: What space is available to you at no or low cost? Does your timing affect the space that is available to you?

How: How do you want to deliver your content? Online, in-person, both? How often will you conduct the training? How long will the training last (per lesson and per session)?

Steps to create your proposal

Financial Literacy Training Proposal

What: Training program on financial literacy for staff to better assist students and families

Why: (gather your data)

- Extend the reach of financial literacy programming (1 financial literacy counselor for 46k students)
- UH has high need student populations: 49% undergrads are first gen; 51% are Pell Grant eligible (2017)
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Who: University staff members who work with students or impact processes that in turn affect student success

When: (timeline on page 3)

Where:

Location	Contact	Cost

Lesson planning

Determine the “high level” themes of your program.

	College Affordability Academy Modules
✓	Trends in Student Aid
✓	How RMU Measures Up
✓	Loan Entrance Counseling
✓	Financing Higher Education
✓	Debt Management and Counseling Families
✓	Majors and Income
✓	Impacting Employability
✓	Landing Jobs Over a Lifetime

Lessons

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Lesson planning

Draft of Lesson Content Outlines

Course Intro & Overview & Current Trends

- Trends in Student Aid
- Trends in accountability and return on investment (ROI)

Majors & Money

- Interest Assessment Resources
 - Free online resources
 - UH specific
 - Career Services
- Research on average salaries
- UH career services data & support

The UH Student: Why Money Matters

- UH Financial Aid Basics
 - Types of financial aid
 - How to read a financial aid package
 - Financial Aid Timeline (awarding, disbursement)
 - Student communication
 - Impact of priority deadline
- Student examples of financial package
- Financial Aid challenges for Special populations
 - Dreamers
 - International
 - Graduate
- UH specific statistics on specific populations
 - Homeless students
 - First-generation students
 - International students
 - “Stretched middle” – (only offered loans)

Identify your stakeholders

Collaborators

- Your department
- Institutional Reporting (data keepers)
- Scholarships & Financial Aid
- Bursar
- Career Services
- Media Specialists (delivery methods)
- Offices that serve special populations

Leadership buy-in

- Your direct supervisor
- Executive leadership
- Content reviewed by department leadership

Other details to include

Anticipated costs

- Materials, staff time, classroom space, IT needs, snacks, recognition

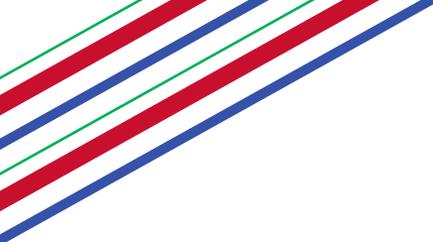
Timeline/To-Do List

Assessments

- How are you going to measure your outcomes?
- How can you generate on-going support?
- What areas need improvement?

Build excitement for your program

- Program branding - #BecauseMoneyMatters
- Nomination process
- Selection process
- Invitations to attend Synergy Project
- Presented to Senior Leadership Team
- Money Mentor placards
- Money Mentor SharePoint site (ongoing access)
- Assessments (pre/post tests, how did we do, interviews)
- Group pictures



Questions?



Thank You!

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