

CHAMPLAIN COLLEGE

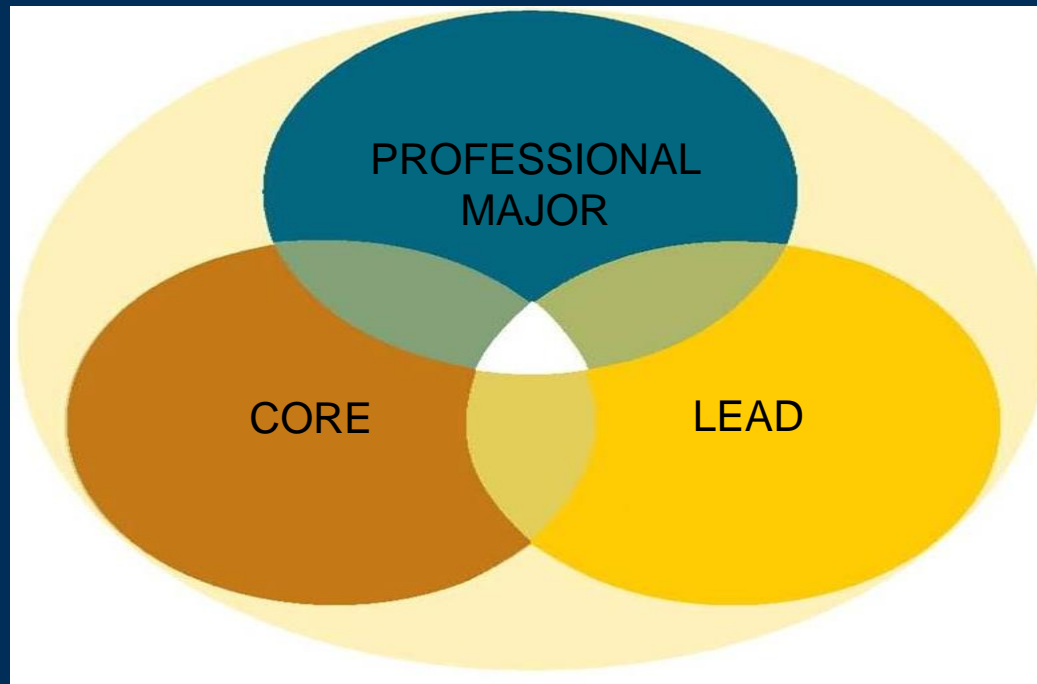
Life Experience and
Action Dimension
(LEAD)

Mike Fife
Financial Sophistication Coordinator



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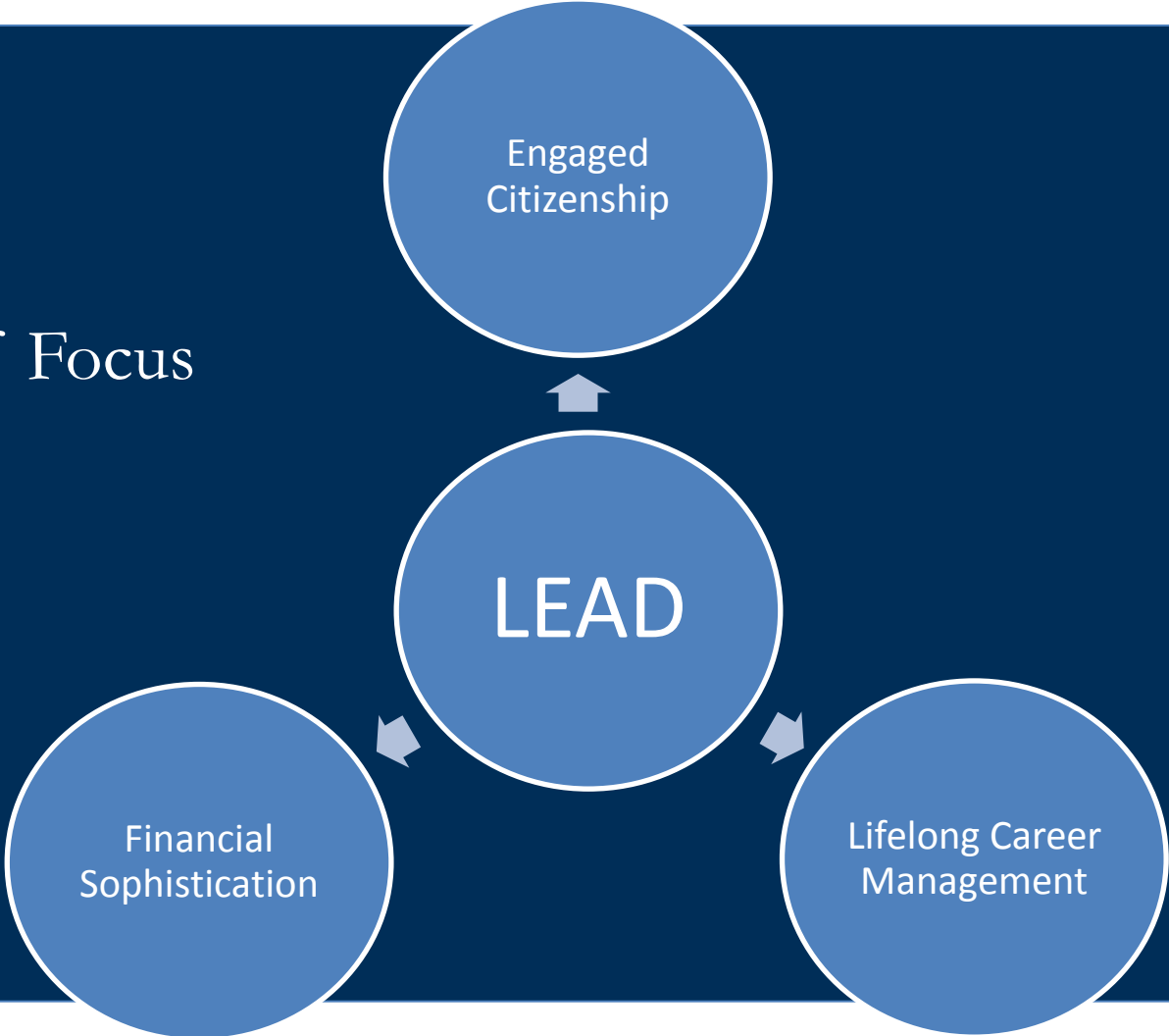
Champlain's Integrated Professional Education



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LEAD's 3 Areas of Focus



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1st Year

MBTI

Financial Literacy
Assessment

Engaged Citizenship

Financial Workshop

2nd Year

Sophomore
Symposium

Strategically
Marketing Yourself

Financial Workshop

3rd Year

Lifelong Career
Management

Financial Workshop

4th Year

Financial Literacy
Assessment

LEAD Program
Four Years At-a-Glance



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Peer Advisors

Serve as Mentors to first year students and run all Peer to Peer LEAD programs.



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Is there really a need for financial literacy among our students?

Champlain College Student Financial Literacy Assessment			
Totals			
Champlain 2012 – 2013		55%	
Champlain 2011 – 2012		54%	
National		41%	
Budgeting		Insurance	
Champlain 2012 – 2013	59%	Champlain 2012 – 2013	54%
Champlain 2011 – 2012	62%	Champlain 2011 – 2012	50%
National	46%	National	39%
Credit		Investing	
Champlain 2012 – 2013	59%	Champlain 2012 – 2013	46%
Champlain 2011 – 2012	56%	Champlain 2011 - 2012	43%
National	42%	National	34%



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Program Goals and Evaluation

Where do I begin?

Priority Topics/Learning Outcomes | www.nefe.org / www.jumpstart.org



What are your program goals?

Student Development – Research – Media – You were told to?



Do I really need to do evaluation and reporting?

Assessment for outcomes and student engagement.



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Peer to Peer

Understanding Credit
(2010-11)

Game of Life
(2011-12)

One on One Credit
Mentoring
(2013)

Large Events

Free Credit Review Day
(2011-12)

Game of Life
(2011-12)

Professional Workshops

Budgeting & Goal Setting
(2010-11)

Buying Your First Car
(2010-11)

Renting in Burlington
(2010-11)

Employee Benefits
(2010-11)

Paying Back Student Loans
(2010-11)

Investing Basics
(2010-11)

Consumer Protection
(2012-13)

Online Workshops

Budgeting & Goal Setting
(2010-11)

Financing Your
First Car
(2011-12)

Four approaches to creating
financial literacy opportunities
outside of the classroom.



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- + Student Empowerment
- + Easy Marketing
- + Leadership Opportunity

- Training and Supervision
- FTE suggested

Peer to Peer

Understanding Credit
(2010-11)

Game of Life
(2011-12)

One on One Credit
Mentoring
(2013)



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Understanding Credit Workshop

Pre and
Post Tests

Overview
of Credit

Market
Follow up
Workshops

Report Out
Yearly
*(Available upon
request)*



Student Evaluation Results: Understanding Credit

Question	I enjoyed Participating in this workshop.	I learned a lot from my participation in this workshop.	Based on my experience, I would encourage other students to participate in this workshop.	This Workshop held my interest.	This Workshop made me think.
Average Response	3.7	4.1	3.8	4.1	4.1

Pre-test average of 25%

Post-test average of 85%



Free Credit Review Day

Receive
report,
score and
20 minute
review

Peer to Peer
or
Professional
(Professional always
on call.)

Grant
through
People's
United
Bank

Report Out
Yearly
(Available upon
request)



Student Evaluation Results: Credit Review Day

Year	I enjoyed participating in Free Credit Review Day.	I learned a lot from my participation in Free Credit Review Day	Based on my experience, I would encourage other students to participate in the Free Credit Review Day.	Free Credit Review Day helped me feel comfortable with my personal credit.	I learned what I hoped to learn.
2011 (34)	4.7	4.8	4.8	4.8	4.8
2012 (122)	4.5	4.7	4.7	4.7	4.6
2013 (102)	4.4	4.5	4.6	4.5	4.7

2013 Average Post Mentoring Score = 76%



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Bi-annual Game of Life



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Budgeting
Simulation with
14 stations.



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100 Students
per event



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71 % responded
that the Game
of Life made
them “think
about their
spending habits”



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86% said the
Game of Life
“made them
more aware of
the cost of living
after graduation”



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Student Evaluation Results: Game of Life

Question	I enjoyed Participating in this workshop.	I learned a lot from my participation in this workshop.	Based on my experience, I would encourage other students to participate in this workshop.	This Workshop held my interest.	This Workshop made me think.
Average Response	4.1	4.0	4.2	4.2	4.3

Staffed by 30 Peer Advisors

Trained Peer Advisors conduct “budget counseling”

10-12 Community volunteers and 2 LEAD staff members



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- + Easy to start
- + Build Partnerships
- + May have prepped presentations
- Must get attendance
- Presenters can be less engaging w/ audience
- Loss of control (content and style)

Professional Workshops

Budgeting & Goal Setting
(2010-11)

Buying Your First Car
(2010-11)

Living off Campus
(2010-11)

Understanding Employee Benefits
(2010-11)

Paying Back Student Loans
(2010-11)

Making Your Money Work For You
(2010-11)

Consumer Protection
(2012-13)



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Student Evaluation Results: Professional Workshops

Question	I enjoyed Participating in this workshop.	I learned a lot from my participation in this workshop.	Based on my experience, I would encourage other students to participate in this workshop.	This Workshop held my interest.	This Workshop made me think.
Average Response	3.8	4.1	3.9	4.0	4.1

Create an outline

Ratings vary greatly by presenter

Jumpstart and/or Council for Economic Education



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- + Student pace and schedule
- + No embarrassment
- Click through?
- Self selection
- General by necessity

Online Workshops

Budgeting and
Goal Setting

Financing Your
First Car



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Get Students in the door!

- Must be applicable to life
- Use in-house partners
 - Res Life, Study Abroad, Financial Aid
- Faculty Partnerships
- Google sign up sheets



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Champlain's Program in the Media

- NY Times
- *AFCPE's The Standard*
- Local TV (Game of Life)
- Upcoming podcast with I-Grad

Media

Local and National
Newspapers

Local Television for
Big Events

Local and National Newspaper

Create and use reports!



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FTE not required
to get started!

Outline
Goals/Learning
Outcomes/Choose
Workshops
Resources
Available!

Create evaluation
and assessment
tools.

Find Community
Partners/Sponsors

Marketing to
students



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Proposed “College Financial Literacy Council”

- Bi- Monthly Meeting
- Share resources
- Increase media presence
- Create standard evaluations/assessment?
- Take advantage of grant opportunities
- Create best practices

Contact mfife@champlain.edu with interest.

