Life Experience and Action Dimension (LEAD)

Mike Fife
Financial Sophistication Coordinator
Champlain’s Integrated Professional Education
LEAD’s 3 Areas of Focus

- Engaged Citizenship
- Financial Sophistication
- Lifelong Career Management
CHAMPLAIN COLLEGE

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

LET US DARE
Peer Advisors

Serve as Mentors to first year students and run all Peer to Peer LEAD programs.
Is there really a need for financial literacy among our students?

<table>
<thead>
<tr>
<th></th>
<th>Totals</th>
<th>Budgeting</th>
<th>Insurance</th>
<th>Credit</th>
<th>Investing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champlain 2012 – 2013</td>
<td>55%</td>
<td>59%</td>
<td>54%</td>
<td>59%</td>
<td>46%</td>
</tr>
<tr>
<td>Champlain 2011 – 2012</td>
<td>54%</td>
<td>62%</td>
<td>50%</td>
<td>56%</td>
<td>43%</td>
</tr>
<tr>
<td>National</td>
<td>41%</td>
<td>46%</td>
<td>39%</td>
<td>42%</td>
<td>34%</td>
</tr>
</tbody>
</table>

**Champlain College Student Financial Literacy Assessment**
# Program Goals and Evaluation

## Where do I begin?

| Priority Topics/Learning Outcomes | [www.nefe.org](http://www.nefe.org) / [www.jumpstart.org](http://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.
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)
## Understanding Credit Workshop

<table>
<thead>
<tr>
<th>Pre and Post Tests</th>
<th>Overview of Credit</th>
<th>Market Follow up Workshops</th>
<th>Report Out Yearly (Available upon request)</th>
</tr>
</thead>
</table>

---

**CHAMPLAIN COLLEGE**

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**LET US DARE**
### Student Evaluation Results: Understanding Credit

<table>
<thead>
<tr>
<th>Question</th>
<th>I enjoyed Participating in this workshop.</th>
<th>I learned a lot from my participation in this workshop.</th>
<th>Based on my experience, I would encourage other students to participate in this workshop.</th>
<th>This Workshop held my interest.</th>
<th>This Workshop made me think.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Response</td>
<td>3.7</td>
<td>4.1</td>
<td>3.8</td>
<td>4.1</td>
<td>4.1</td>
</tr>
<tr>
<td>Pre-test average of 25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-test average of 85%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Free Credit Review Day**

<table>
<thead>
<tr>
<th>Receive report, score and 20 minute review</th>
<th>Peer to Peer or Professional (Professional always on call.)</th>
<th>Grant through People’s United Bank</th>
<th>Report Out Yearly (Available upon request)</th>
</tr>
</thead>
</table>

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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.

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

2013 Average Post Mentoring Score = 76%
Bi-annual
Game of Life
Budgeting Simulation with 14 stations.
100 Students per event
71% responded that the Game of Life made them “think about their spending habits”
86% said the Game of Life “made them more aware of the cost of living after graduation”
**Student Evaluation Results:**

**Game of Life**

<table>
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<th>Question</th>
<th>I enjoyed Participating in this workshop.</th>
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<tbody>
<tr>
<td>Average Response</td>
<td>4.1</td>
<td>4.0</td>
<td>4.2</td>
<td>4.2</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Staffed by 30 Peer Advisors
Trained Peer Advisors conduct “budget counseling”
10-12 Community volunteers and 2 LEAD staff members
+ 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)
### Student Evaluation Results: Professional Workshops

<table>
<thead>
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<th>Question</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Average Response</td>
<td>3.8</td>
<td>4.1</td>
<td>3.9</td>
<td>4.0</td>
<td>4.1</td>
</tr>
</tbody>
</table>

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

LET US DARE
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
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!
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
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.