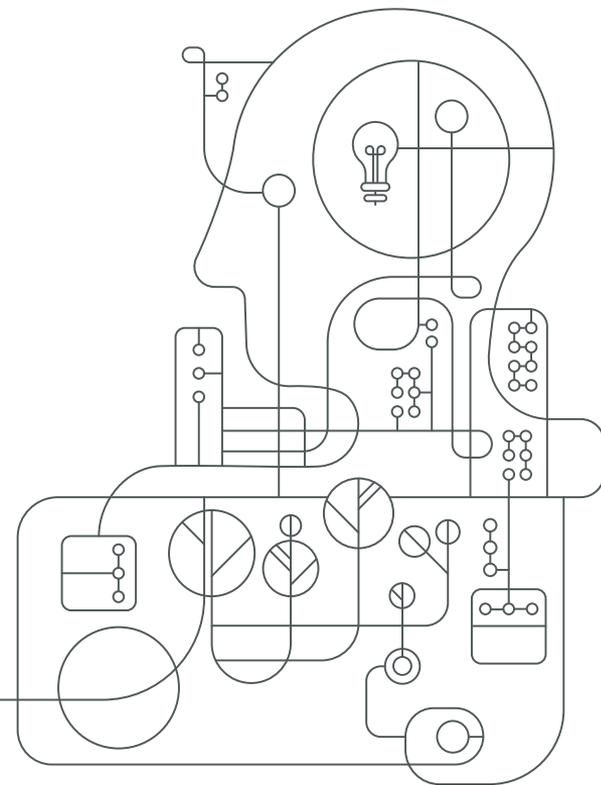


Financial Education in Rhode Island

EVERFI Impact Report 2016-2017 School Year

Bria Barker – Director of Financial Education



Agenda

- Background on EVERFI
- Financial Education in Rhode Island – EVERFI's Findings
- Broadening the Scope of Financial Education

Financial Education In Rhode Island

Since our founding in 2008, EVERFI's financial education courses have reached millions of students in communities across the country.

Through our partnerships with private-sector leaders, forward-leaning foundations, government agencies, and non-profits, these digital courses are available to K-12 schools at no charge to the school or district.

20,199
Students

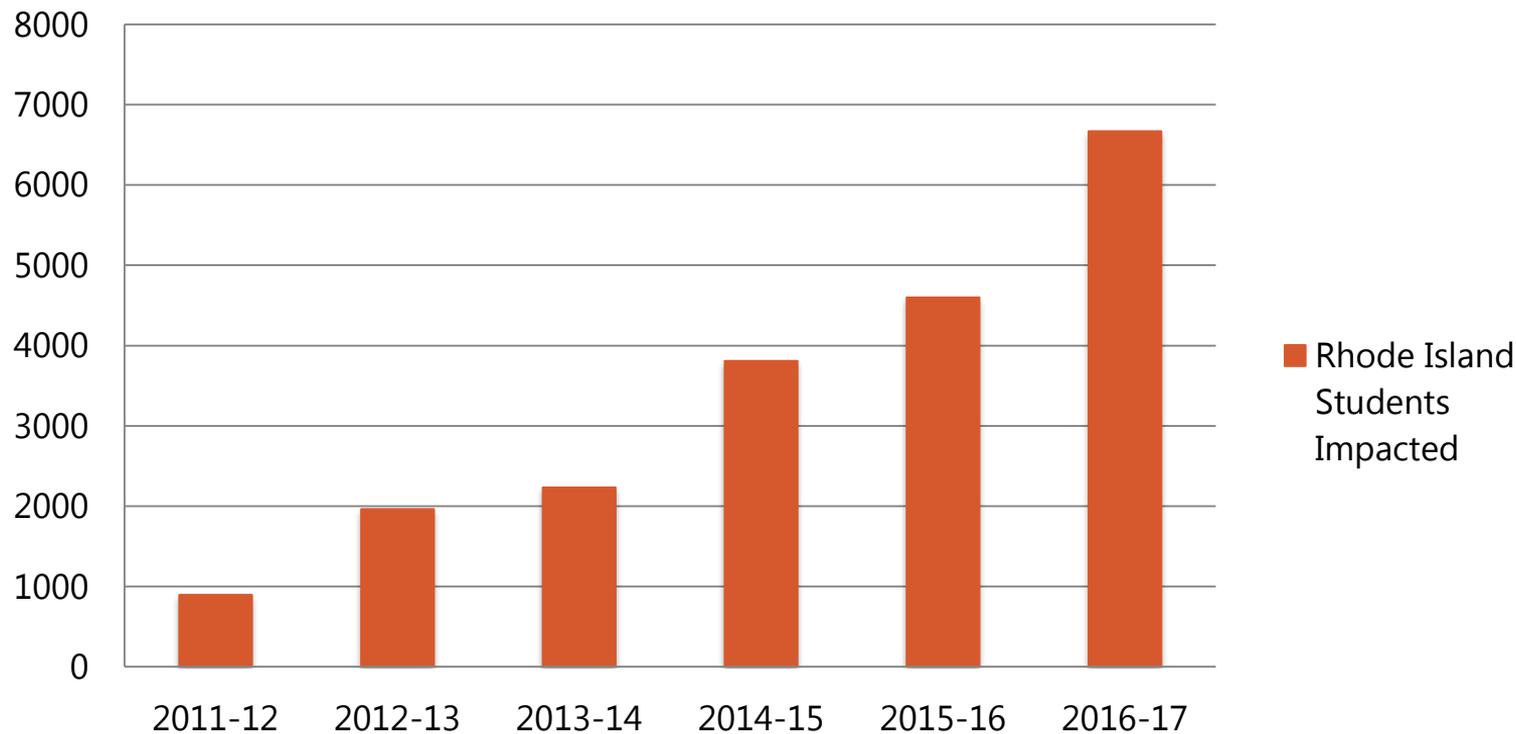
120,000+
Online
Modules
Completed

86,000+
Hours of
Learning

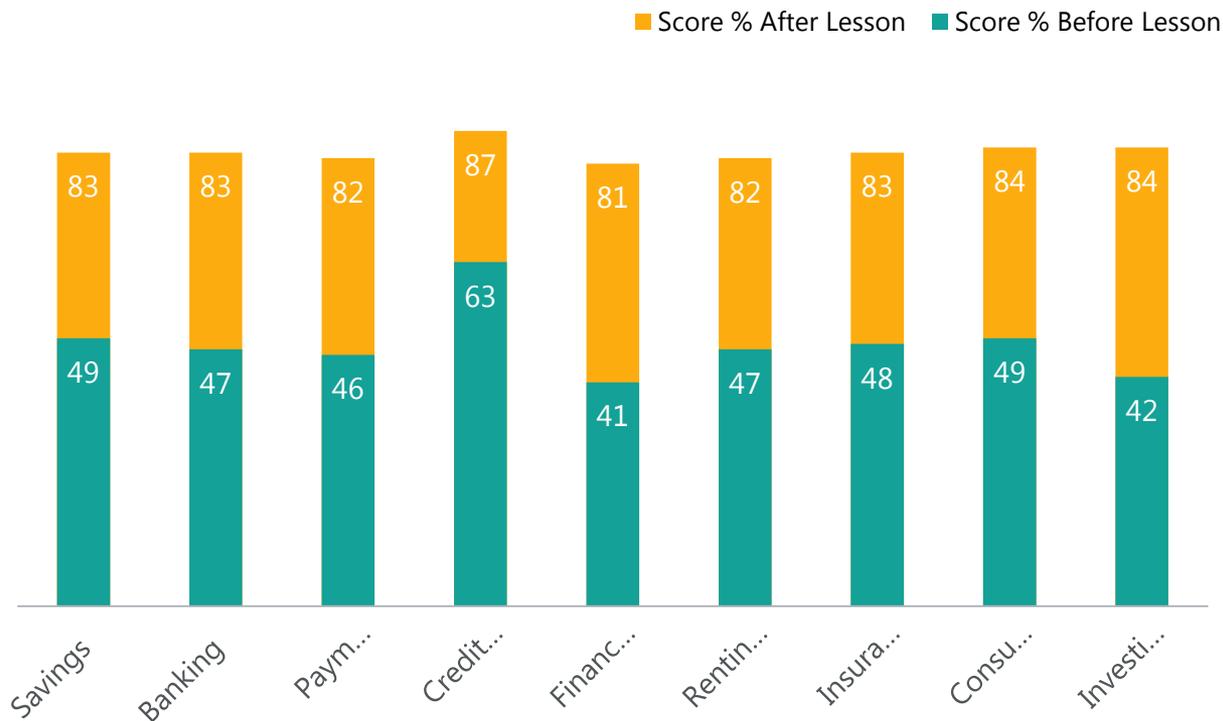
Financial Education Partners in Rhode Island



Building a More Financially Capable Population



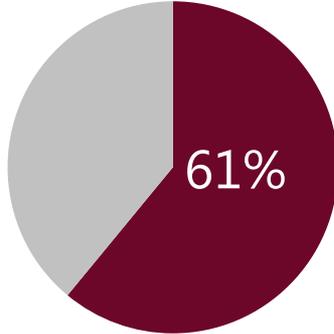
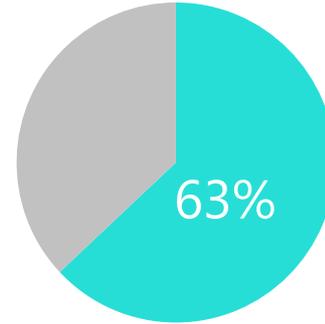
Student Knowledge Gain



Students showed the most gain in Investing and Financing Higher Education

Student Preparedness: Money Management

Check their credit score and understand what it means. **Up 113% from before the course.**



Apply for financial aid or loans to help pay for college. **Up 109% from before the course.**

Student Preparedness: Engagement with the Financial System

+ 18%

Increase in students who have a checking account or plan to have one within a year.

+ 11%

Increase in students who said they save a portion of their money without a specific purchase in mind.

Educator and Student Testimonials

Q: What did you like best about the course experience?

A: "The simulation and hands on learning!"

- Rhode Island Teacher, 2017

"It taught me things that I really need to know once I am in the real world. I would have just resorted to asking my mom for help or advice with a lot of what I learned. I probably still will need her help or advice with certain things but not as much as before."

-Rhode Island student, 2017

Broadening the Scope of Financial Education



EVERFI Approach to Financial Capability

Actionable Learning



Education solutions that are *tied to action* and behavior change

Personalized Experiences



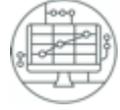
Customizable to your brand and *personalized to your audiences*

Engaging Content



Short, interactive experiences to increase learning and retention

Data-Driven Results



Robust analytics to prove impact and engage future consumers

5.8x

Emotionally connected financial customers are 5.8x more valuable than “highly satisfied” customers*

Digital Consumer Financial Education



Auto Loans
 Considering Home
 Ownership
 Financing Higher Education
 Mortgages
 Prepaid Cards

Credit Cards
 Credit Scores & Reports
 Checking Accounts
 Mobile Payments
 Overdraft
 529 Plans

Building Emergency
 Savings
 Payday Loans
 Intro to Stock Options
 Savings
 Investments
 Estate Planning
 Debt Collection*

When to Collect Social
 Security
 Identity Protection
 Insurance
 Retirement 101
 Taxes
 Mortgage Modification*

Just-in-Time Learning • English & Spanish • Multi-Sensory
 Mobile • Desktop Accessible • 3-10 minute modules

Audiences for Digital Financial Education



CONSUMERS

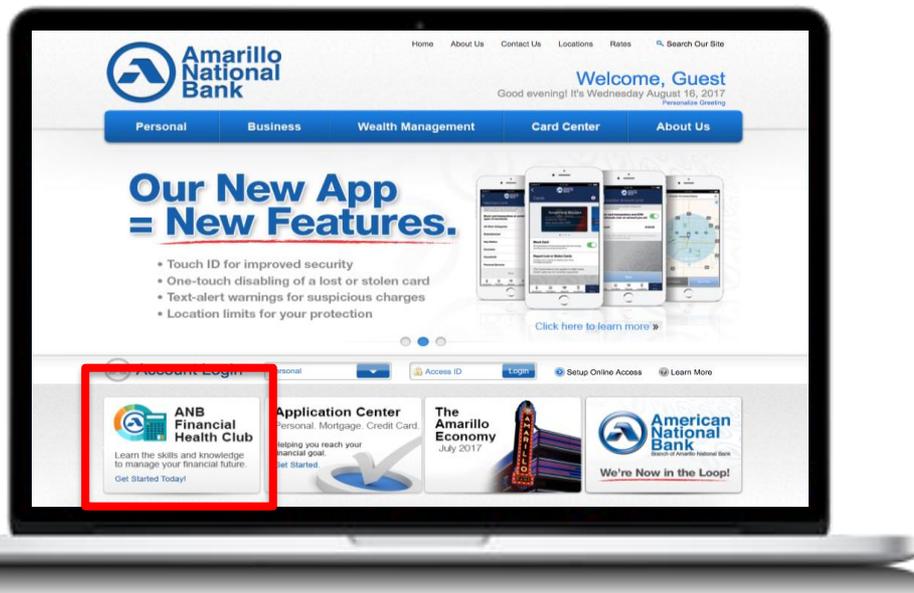


EMPLOYEES



BUSINESS
PARTNERS

Imbedding Digital Financial Education Throughout Your Consumer Experience



Community Financial Credit Union
June 2 at 12:49pm · 🌐

From trying to understand credit scores to figuring out how to pay for college, money management can be overwhelming. That's why we are excited to offer a free Money Basics program to help you stay calm and handle your finances with ease. Topics include: Benefits of a Credit Union, Budgeting Tool, Checking Accounts, Identity Protection, Mobile Payments, Overdraft, & Savings. Learn more at www.cfcu.org/elearning.
#FinanceFriday

Money Matters eLearning Center - Community Financial Credit Union

Welcome to the Community Financial Money Matters eLearning Center. These free and self-paced modules cover key financial concepts such as: saving, investing, raising your credit score, identity theft...

CFCU.ORG

👍 Like 💬 Comment ➦ Share

👍 4

Write a comment...

Case Study: Tying Education to Business Goals



“ Growing a healthy member base is good for us long-term. If they don’t borrow from us today, we can help them get into a situation where they’re able to borrow from us later.”



41%

more dollars were issued in secured personal loans in a 6-week period compared to the same period the year prior

22%

Increase in number of accounts opened on Financial Wellness Day

Questions/Comments/Ideas

Bria Barker

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