



Engage. Educate. Empower. 
2010 Access Group Graduate and Professional Financial Aid Conference

Educate Students **BEFORE** Their Arrival on Campus

Presented By:
Lori Moore,
Regional Sales Director


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Engage All Financial Aid Audiences, 1 Week to Home From Now

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Thank You


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Financial Literacy – Before Their Arrival on Campus


- Why does it make sense to educate this cohort?
- Are delivery methods different for this audience?
- Are some topics more appropriate in this timeframe?
- What opportunities do you have to reach these students?


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Why does it make sense to educate this cohort?




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Is a Student Loan Right for Me?


Answer these three questions before you borrow for college.

“If you'll need to borrow more than about \$6,000 a year, and you're not studying for a comparatively stable high-paying field such as engineering, it might be smarter to search for a less expensive college or other funding alternatives.”



By Kim Clark Posted October 12, 2010.


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How much does graduate school cost?


Is Graduate Study Worth It?

“Is graduate study worth it? I can't answer that for you. Consider your circumstances: Can you fund it? Can you deal with lost wages? How much do you value the intrinsic aspects of graduate study? Above all, don't view graduate study as an easy or instant way to a better job and higher salary. Long term, yes. Short term? Questionable.”



By: Tara Kuther, Ph.D.

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Stand if you routinely PUBLISH content to a financial literacy blog

Stand if you routinely READ blogs on financial literacy

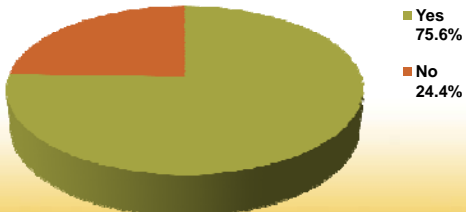
Stand if you provide IN-PERSON financial literacy presentations to prospective/admitted students

Stand if you provide financial literacy information on your website.





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Do you currently provide prospective and/or admitted students with financial literacy information?





Yes	75.6%
No	24.4%

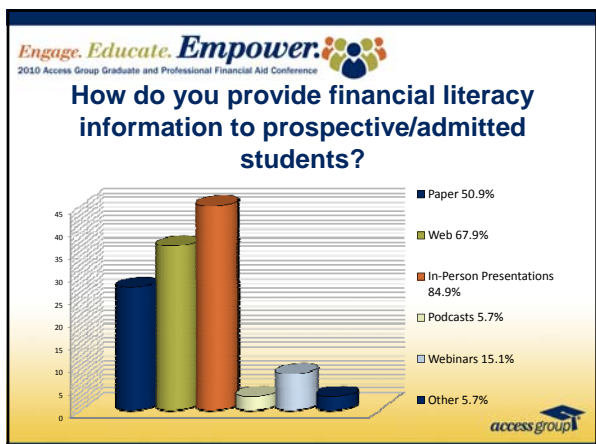


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Are delivery methods different for this audience?







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Access Group – Outreach Mediums

- Printed Materials
- Webinars
- In-person Presentations
- Website
- Social Media

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Peer to Peer

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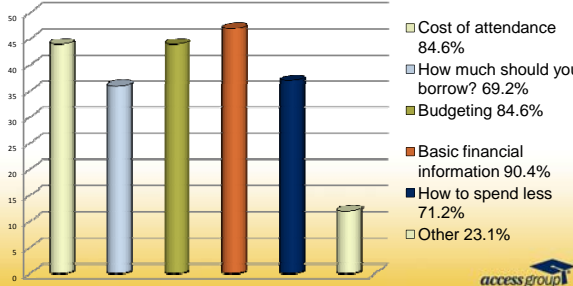
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Are some topics more appropriate in this timeframe?




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What financial literacy topics do you provide to your prospective/admitted students?

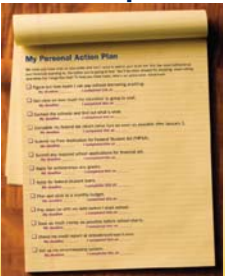


Topic	Percentage
Cost of attendance	84.6%
How much should you borrow?	69.2%
Budgeting	84.6%
Basic financial information	90.4%
How to spend less	71.2%
Other	23.1%





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Access Group - Prospective/Admitted Topics




- Preparing Financially
- How to Finance Your Graduate Education
- Making Wise Borrowing Decisions



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Peer to Peer




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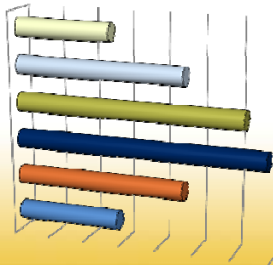


What opportunities do you have to reach these students?





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When do you provide financial literacy information to your prospective and/or admitted students?




Category	Percentage
When they inquire about our institution	26.9%
When they are admitted	44.2%
Information sessions	65.4%
Orientation	59.6%
Admitted student's receptions	44.2%
Other	25.0%




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Access Group – Prospective/Admitted Outreach Opportunities


- Spring – [Financing Your Graduate Education](#)
- Summer – How to Make Wise Borrowing Decisions
- Law Forums – Preparing Students Financially for Law School: A Train the Trainer Workshop for Law Admissions Staff

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Peer to Peer



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Questions?

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