



STAFFING FOR FINANCIAL WELLNESS PROGRAMS

Z.W. Taylor and Sara Ray

Overview:

This brief provides a snapshot into how financial wellness programs are staffed and which, if any, certifications staff hold. This data will allow emerging programs insight into how programs are staffed and what professional training they may seek.

Introduction:

Compared to admissions or financial aid offices, financial wellness programs are a relatively new addition to most institutions of higher education. As a result, many financial wellness programs may be staffed by a single, full-time professional or a combination of part-time staff members. Similarly, financial wellness programs may be grant-funded, thus limiting how these offices can be staffed.

Across the higher education landscape, little is known about how current financial wellness programs are staffed, including whether staff are part- or full-time and whether staff include student workers or other campus stakeholders.

From here, this brief provides a snapshot into how financial wellness programs are staffed and which, if any, certifications staff hold. This data will allow emerging programs insight into how programs are staffed and what professional training they may seek.

Findings:

Average number of full-time staff per program: **1.47 staff members**

- Compared to 1.85 staff members in the 2022 Survey

Average number of part-time staff per program: **0.58 staff members**

- Compared to 0.08 staff members in the 2022 Survey

% of programs employing student staff: **49%**

- Compared to 52% in the 2022 Survey

Who Delivers Your In-Person Financial Wellness Programming? (n=55)

Institution type	Employee Type			
	Full-time employees	Student employees	Community partners	Other
Two-year public (n=8)	88%	38%	50%	13%
Four-year public (n=33)	76%	52%	39%	36%
Four-year private (n=14)	79%	36%	0%	43%
All (n=55)	78%	45%	31%	35%

Read the full report here:

Taylor, Z.W., & Ray, S. (2023). 2023 survey of financial wellness programs in higher education. Higher Education Financial Wellness Alliance (HEFWA). <https://hdl.handle.net/2022/29510>

HEFWA'S ANNUAL SURVEY OF FINANCIAL WELLNESS PROGRAMS - Take the survey here:
Contact HEFWA at info@hefwa.org

