



Making the Case Breakout Discussion: Elevating Campus Financial Well- Being Initiatives

Higher Education Financial Wellness
Alliance Summit
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Agenda

- Checklist for using research to make the case for on-campus financial well-being programs
- Practice applying research to advocacy with Pair and Share & Elevator Pitch activities
- Identify shared challenges and elevate best practice



Introductions

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Quick Research Recap

- Meta analyses of financial education programs demonstrate positive effects on both **financial knowledge** and **financial behavior**.
- Financial education graduation requirements:
 - Increase likelihood students apply for financial aid
 - Shift students from high-cost to low-cost financing options
 - Decrease likelihood of students holding credit card balances
- Students with lower EFC decrease likelihood of working while enrolled
- More affluent students reduce private loan amounts



Checklist for Using Research in Advocacy: 4 Steps



Research in Advocacy Checklist

1.
Determine
Your Audience

2.
Make it
Relevant

3.
Select the
Right Format

4.
Pair with
Personal
Stories



Step 1: Determine your Audience

Consider:

- Their role and their goals
 - What type of information are they interested in?
 - What type of influence do they have?
 - What are they trying to achieve?
- Their knowledge level/familiarity with financial education
 - Do they have any experience in financial education or related fields? (education, financial sector, etc.)?
- Any known stance on financial education
 - Have they shown past support of financial education? Or financial wellness initiatives?



Activity

Pair and share:

- What stood out to you the most from the research on the impact of financial education programs?
- What findings from research would you choose to highlight to make the case for financial education:
 - To a **university administrator or senior leader** who has voiced support for financial education and supported K-12 financial education requirements in the past?
 - To a **potential external community partner or funder** who does not have a history or specific knowledge of financial education
 - To someone who does **not see financial education as a budgetary priority**



Step 2: Make it Relevant

Connect the dots for your audience. Demonstrate how financial education benefits them or their stakeholders.

- What are the overall goals of your audience? Does financial education support those goals?
- What local data can you use? Get as proximate to the issue as possible.
- What is the ROI (return on investment)? Pull from research to demonstrate benefit.



Activity

Elevator Pitch:

- Take a few moments to write a one-minute elevator pitch about:
 - How financial education could benefit your student population to a new senior university leader who is unfamiliar with your program.



Step 3: Select the Right Format

What kind of message are you sending?

- Formal or informal?
- Need to be referenceable?
- Is the information general or specific?
- Are you communicating with an individual or a group?



Step 3: Select the Right Format

Formats to consider:

- Social
- Testimony
- One-on-one appointments
- Email
- Briefs/memos
- Infographics
- Reports

Digital	Print	In-Person
<ul style="list-style-type: none">• Easy to share• Lower-cost• Easier to measure reach	<ul style="list-style-type: none">• High recall value• Appeal for visual learners	<ul style="list-style-type: none">• Relationship building• Allows for two-way dialogue



Step 4: Pair with Personal Stories

After you determine your audience and format using a personal story can add relevancy to your pitch

- What kind of story do you want to share: your story, a student, a teacher, an advocate?
- How do you want to share: in person, a video, written, or on the phone/zoom?
- Make sure the story has a clear direction and relates back to the larger message you are trying to convey
- Don't rehearse too much. Stories have a greater impact when they are authentic!



Questions?





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