

CREATING FINANCIALLY LITERATE GRADUATE AND PROFESSIONAL STUDENTS

Presented by:

LeAndra Ross, MPA, AFC®

Kacey Northrup, MBA, AFC®



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MONEY TROUBLE ISN'T JUST AN "OTHER" ISSUE.

- The number one reason students report for withdrawing

STUDENTS FEEL UNDERPREPARED TO DEAL WITH FINANCES.

- Impacts academic performance

FINANCIAL WELLBEING IS LINKED TO POSITIVE OUTCOMES

- Higher grades

FINANCIAL ILLITERACY IS ASSOCIATED WITH STOP OUT BEHAVIOR

- First generation college students often extra vulnerable

70% feel stressed about personal finances in general.

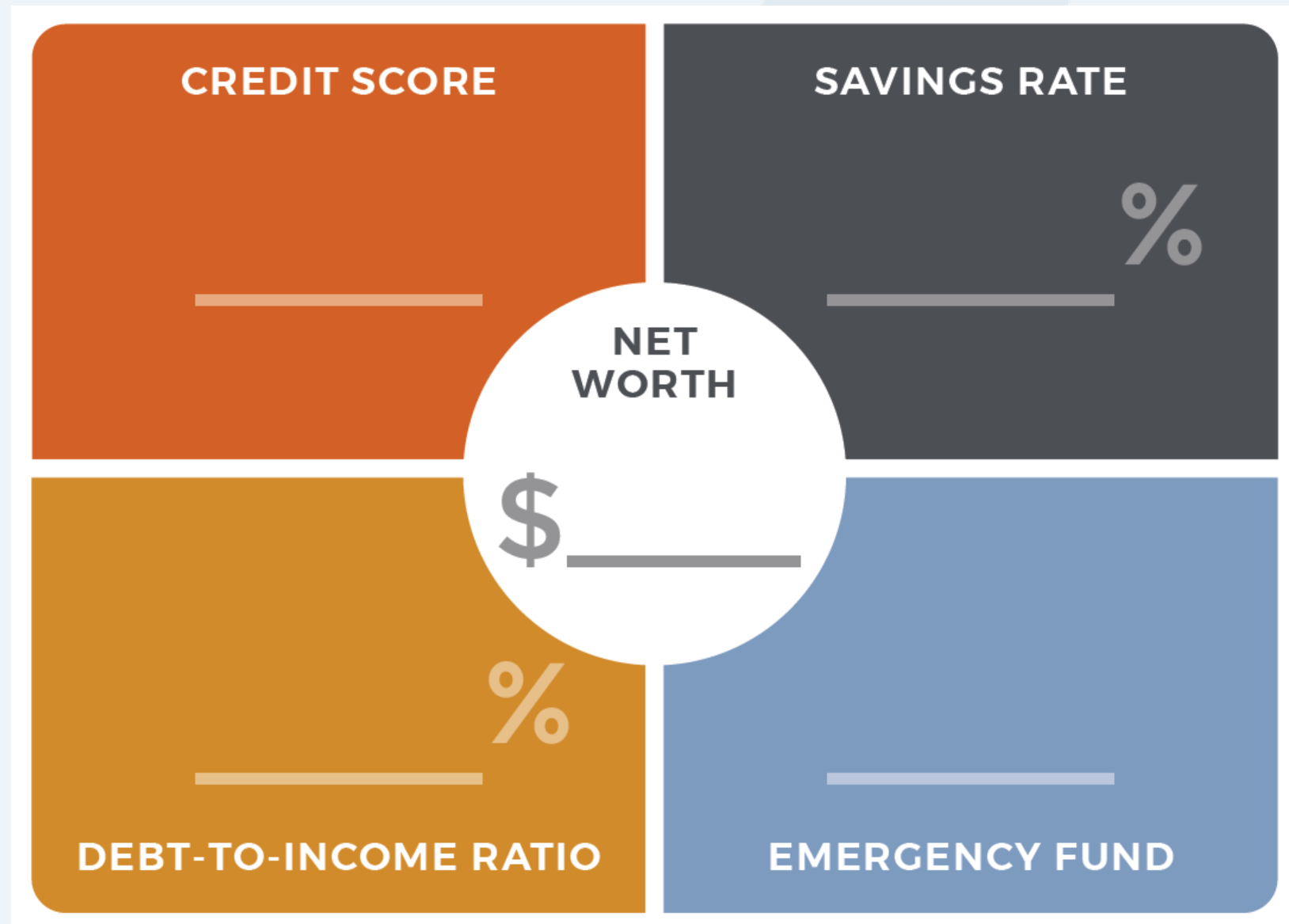
40% worry about being able to pay current monthly expenses.

Only **24%** of millennials demonstrate basic financial literacy.

Only about **32%** of Americans maintain a household budget.

43% of Americans spend more than they receive each month.

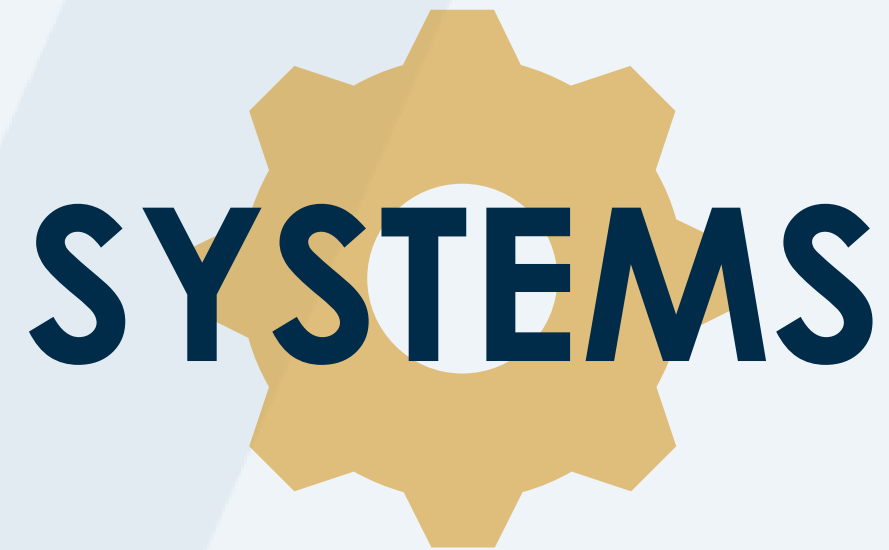
FINANCIAL DASHBOARD







Establish an
emergency fund



Direct \$25 per month to
a separate savings
account



Pay off student loans



Choose a repayment plan that works best given all variables and set automatic payments

CASE STUDY

IMAX
by **AccessLex**[®]

Strategy changes everything.

KEY OBJECTIVES OF FINANCIAL EDUCATION PROGRAMS



EDUCATION

Provide engaging and vetted content

MOTIVATION

Provide incentives for student participation

EXECUTION

Provide follow-up support as students act on the plans they create

EDUCATION



- 1. MAX LESSONS**
- 2. MAX EVENTS**
- 3. MAX COACHING**
- 4. MAX MONTHLY**
- 5. BLOGS AND PODCAST**



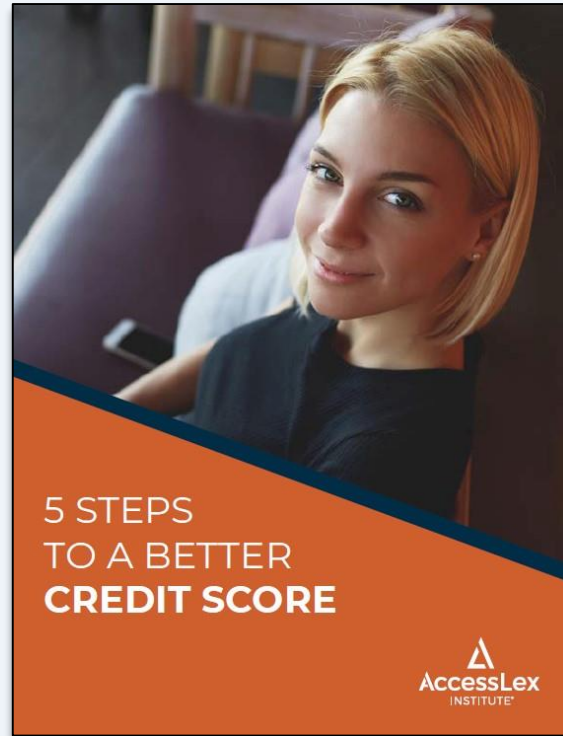
Lesson 6: Monitoring Your Credit

☰ | 15m



Lesson 7: Using Credit

☰ | 15m Advanced ⚙️

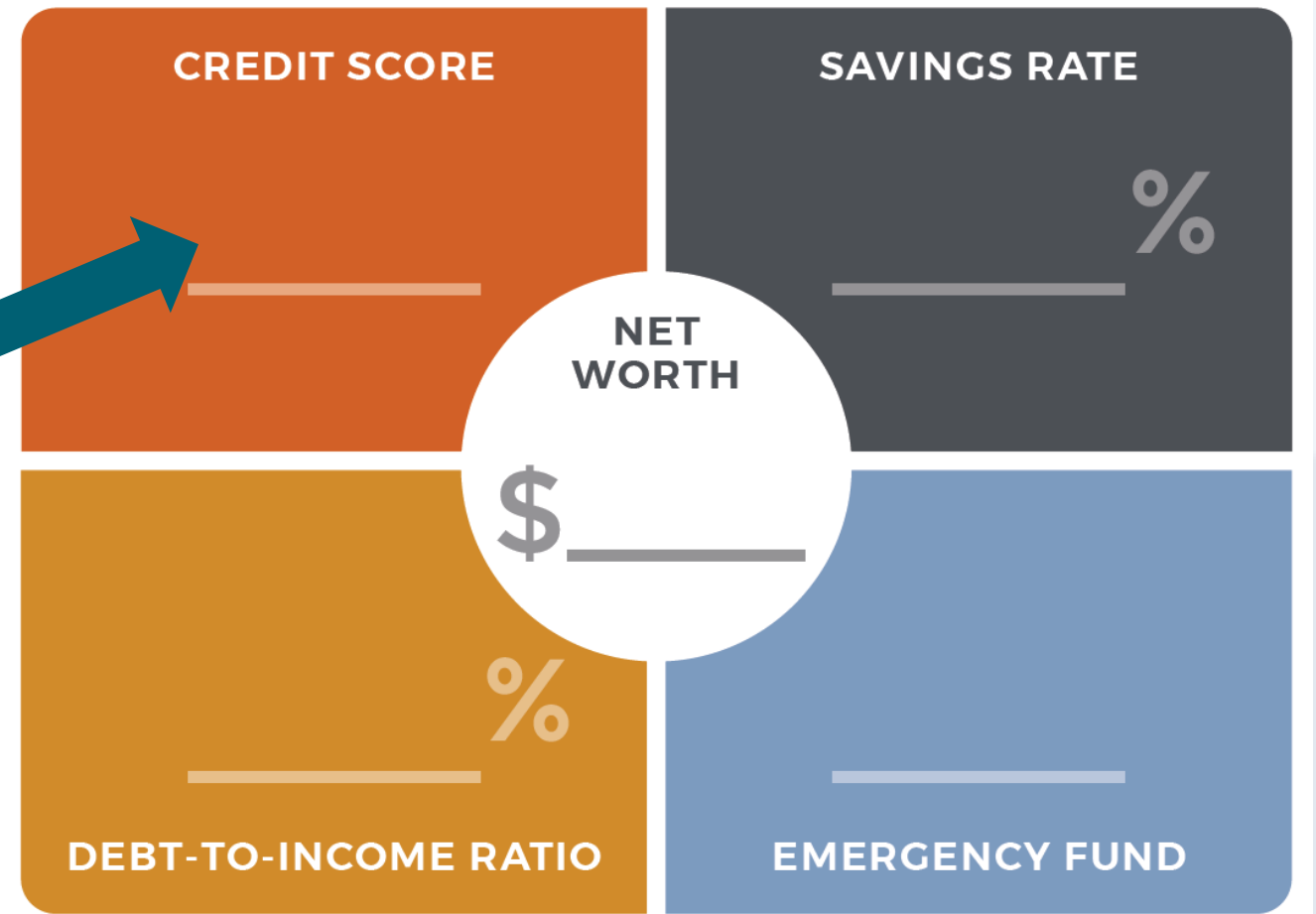


5 STEPS
TO A BETTER
CREDIT SCORE



Workshop: Not Just a Number
- The Importance of Credit to...

☰ | 50m ⚙️



MOTIVATION

MAX SCHOLARSHIPS

- 1. ATTEND A WORKSHOP OR WEBINAR**
- 2. COMPLETE THE MAX SURVEY**
- 3. COMPLETE THE MONTHLY LESSONS**

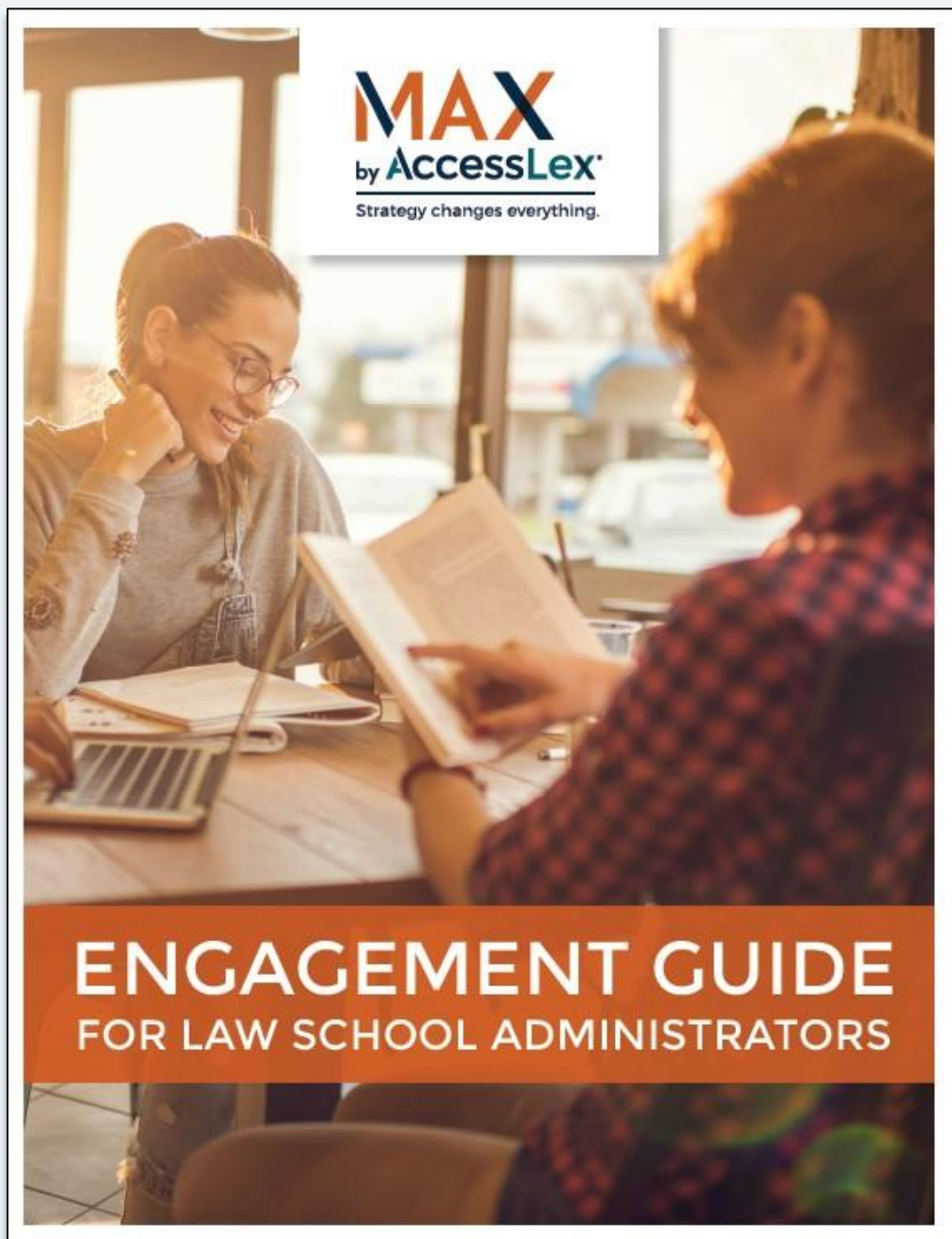
MAX COACHING

Access one-on-one financial coaching with our Accredited Financial Counselors (AFC®s) to assist you in developing your personal financial strategy.

We make sure you understand your options fully and know what steps to take next.



SCHEDULE A MEETING: AccessLex.org/MAXonline



STRATEGIES FOR MAX SUCCESS

Through our work with—and feedback from—participating MAX schools and students, three steps for consistent engagement have emerged.



LAUNCH

Early introduction to campus colleagues and students



INTEGRATE

Intentional integration into existing programming



PROMOTE

Consistent and ongoing promotions

WHAT WE'VE HEARD FROM STUDENTS

- **1,366** students provided feedback on in-person and virtual workshops attended.
 - **91%** said presentations include a good balance of content and audience interaction.
 - Over **85%** of students noted the top 3 motivators to attend a workshop were:
 1. Wanting to learn more about a topic
 2. Addressing a personal situation
 3. Winning a scholarship

WHAT WE'VE HEARD **FROM STUDENTS**

- Students like to get information through email from either a friend or those they can trust such as:
 - Dean of Students, Financial Aid, Career Services, or SBA President.
- **100%** noted that managing their finances is very important and thought highly of the MAX resources.
- Students asked for more life event presentations, so we created *Foundations of Investing*, *Foundations of Insurance*, and more topics are coming soon!



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EducationServices@accesslex.org

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