

In-Person Financial Wellness Workshops at Institutions of Higher Education

This brief outlines how many in-person workshops that financial wellness programs in higher education facilitate, along with attendance rates, topics covered, and involved stakeholders. Results suggest institutions on average held **nearly 20 in-person workshops, averaged 415 students across all workshops,** and largely focused on budgeting, student loans, credit, and debt. Moreover, full-time employees were the most frequent facilitator of in-person workshops.

Regarding workshops, there was a large discrepancy between highest and lowest workshop numbers, as one institution reported facilitating 170 in-person workshops. However, after reviewing the data, we found that this institution has been operating since 2005, employs three full-time employees, and runs a robust peer program. Here, this program is an outlier in the data, as most financial wellness programs facilitated 20 in-person workshops throughout the entire academic year, equating to roughly 2 in-person workshops per month.

Akin to workshops, participation rates also varied widely in the survey, with one institution reporting 3,500 students, whereas others reported zero or very few students. Yet, after reviewing the data, institutions who reported thousands of students participating in in-person workshops were all established programs with at least two full-time employees and robust peer programs. Here, this data suggests that in-person financial wellness workshops are likely more easily facilitated when the program employs full-time staff and peers.

Topics within in-person workshops often related to financial basics, including budgeting, loans, credit, and debt. However, several prominent topics were relevant to the full student life cycle, including goal setting, which may be more relevant to younger students just starting to learn about their finances, whereas buying car or managing debt may be more relevant to older, more experienced students.

Lastly, survey data made it clear that full-time employees often deliver in-person workshops, as these professionals may be leaned upon to provide polished, professional guidance that other stakeholders may not be in the position to provide. Moreover, student employees (often peer mentors) frequently provided in-person workshops. Less prominent were in-person workshops facilitated by community members or volunteers (only 2 of 55 programs used volunteers).

About HEFWA's Annual Survey of Financial Wellness Programs

Administered annually, the HEFWA Survey of Financial Wellness Programs solicits information from financial wellness programs in the United States, with hopes that the survey can expand beyond the US and into other countries.

Since 2019, HEFWA has administered the survey to learn about how financial wellness programs are funded, staffed, and supported by institutions of higher education. Additionally, the survey gathers data related to budgets, fundraising, curriculum development, communication, and other facets of financial wellness programming in higher education.

To take this year's survey, scan the QR code here →



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QUESTION:

How many in-person workshops did your program offer last academic year (2021-2022)?

Average	19.9
Highest	170
Lowest	0

QUESTION:

How many students participated in in-person workshops last academic year (2021-2022)?

Average	415.5
Highest	~3,500
Lowest	0

QUESTION:

What topics do you cover during in-person workshops?

Budgeting	47 (85%)
Student Loans	40 (73%)
Credit Reports and Scores	40 (73%)
Managing Debt	39 (71%)
Goal Setting	36 (65%)
Buying a Car/Car Loans	31 (56%)

QUESTION:

Who delivers your in-person workshops?

Full-Time Employees	48 (87%)
Student Employees	24 (44%)
Community Partners	16 (29%)

