One approach to financial literacy on a college campus
Creighton University, Omaha, NE

- 4,400 undergraduate
- 3,400 graduate/professional
- 2013-2014 Cost of Attendance
  - Undergraduate - $48,000
  - Professional schools - $55,000 (law) to $85,000 (dental)
- Decision to move forward with financial literacy
How Creighton Got Started

• Departmental/staff meetings
• Web page development
• Follow up with departments
• One-on-one counseling
• Group/organizational seminars
• Creighton in the community
Personal Finance..... Huh?

Creating a budget is easy.
Really!

“I don’t see a problem.”

“I don’t want to talk about that right now.”

“Laaa, laaa, la, la... I can’t hear you.”

Creighton University
Financial Aid Office
Financial Fitness Training Tips

- Spending plan
- Credit and debit cards
- Credit history and credit score
- Identity theft
- Student loans
Marketing

- Scholarship and financial aid award notification letters
- Summer Preview Days
- Posters/pass along cards in residence halls and student centers
- Student newspaper
- Student news listserv
- Referrals
2012 – 2013 Seminars

- First-year Law students
- Greek Organizations
- Division of Student Life
- Pre-Med Society
- Human Resources Department
- Career/Grad School Forum
True Cost of Credit

- 3D Smart TV - $1500
- Interest rate 18%
- Minimum payment - $30
- Length of payment period 15 years!
- Total interest - $2363!!
- Total cost of TV - $3863 !!!

www.federalreserve.gov/creditcardcalculator/
Creighton’s Web Page

- Intro
- Helpful tips
- Take charge
- Learning modules
- Videos
- More resources

[www.creighton.edu/financialaid](http://www.creighton.edu/financialaid) (Financial Literacy tab)
What Do Students Think?

- Charles Schwab Young Adult survey
- Creighton’s survey
- Attitudes
- Common mistakes
- Evaluation/feedback

Creighton University
Financial Aid Office
Going Forward

- Work in progress
- Seminar series
- Videos/quick tips
- Student advisory group
- Social media
Questions?

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