

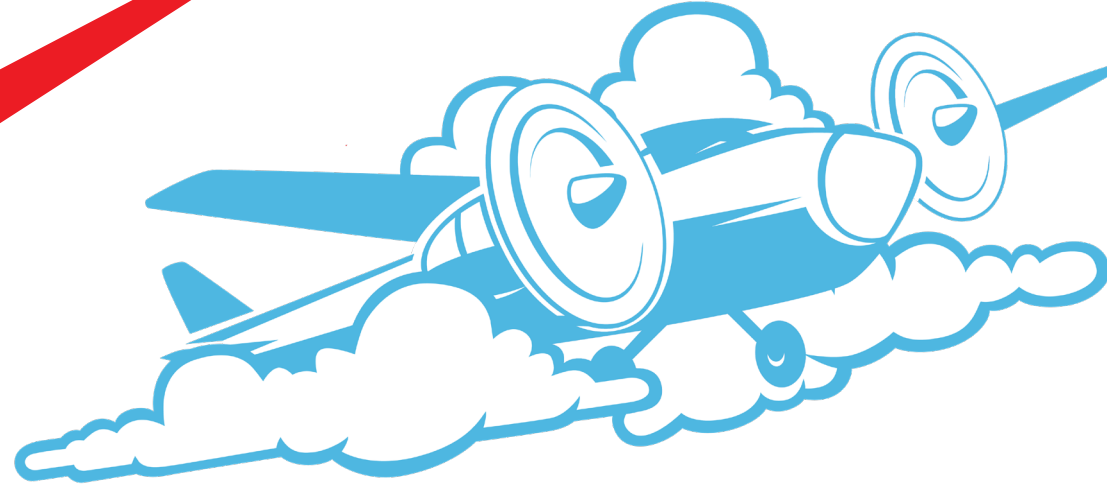


Traveling Through



Uncharted Territory

SWASFAA | TASFAA
Conference 2023



Building a Financial Wellness Team in the Post- Pandemic Era

PRESENTED BY NILDA MASON & GILBERTO RIOS

THE UNIVERSITY OF TEXAS AT AUSTIN

Agenda

- ☐ Introduction
- ☐ Why Financial Literacy is Important?
- ☐ Challenges Faced
- ☐ Program Development
- ☐ Resources to Understand Student Needs
- ☐ Connecting with Students
- ☐ Peer Mentors
- ☐ Shared Experiences



Introduction

During the pandemic, we faced a radically changing world. It forced us to transform the way we help students from remote work, financial challenges, understanding your resources, and finding new ways to communicate. Launching, developing, and maintaining a financial literacy program in that span of time has been a challenge but rewarding.

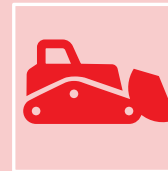
Why Financial Literacy is Important?

Financial Literacy is Possessing the financial knowledge, behaviors, systems, team, and plan to confidently take effective action that best fulfills an individual's personal, family, and global community goals.

- National Financial Educators Council



It's the first time many students are on their own and at a time when money management skills are needed.



It gives students to tools needed to make those hard decisions that may impact them later down the road.



They can immediately put theory into practical use in their daily lives.

Challenges Faced

INITIAL CHALLENGES

- Transitioning to a fully remote environment
- Initial Launch during the Pandemic
- Understanding the limitations students were facing at that time
- Uncertainty of what was going to happen
- Myriad of professional and personal changes.

CURRENT CHALLENGES

- Increasing foot traffic to in-person events
- Dealing with the current state of the economy students are facing
 - Higher Cost of Living
 - Student Loan Repayment

Program Development



IDENTIFYING THE
ROLES AND
RESPONSIBILITIES



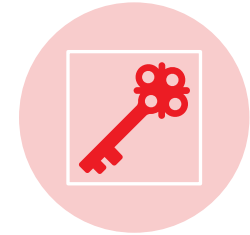
COLLABORATION AND
COMMUNICATION



TAILORING SOLUTIONS
TO STUDENT NEEDS



BUILDING
RELATIONSHIPS WITH
CAMPUS PARTNERS



IDENTIFY KEY
STAKEHOLDERS

Building Your Program



In-person & Virtual Workshops



Work with campus partners



Tailor financial wellness program to suit school needs



External Vendors and Partners

Money Smart – FDIC
Cashcourse – HEFWA
Everfi – Blackbaud
iGrad



Developing your own program:

Work with your business school or Social Sciences Department

Instagram

Search



utfinwellness

Follow

Message



105 posts

841 followers

192 following

UTFinWellness

100M+

Official Instagram for Texas Financial Wellness at The University of Texas at Aus
linktr.ee/texasfinancialwellness

POSTS

REELS

TAGGED



Interaction

Provide

- Provide a platform to understand student challenges

Identify

- Identify trends and patterns

Establish

- Establish a Social Media Presence

Connecting with Students

TIME, PLACE, LOCATION, AND ACCESSIBILITY

- ☐ Consider student daily schedules
- ☐ Consider spaces that are accessible to students
- ☐ Consider a hybrid option
- ☐ Livestream or Webinars

WHAT WORKS? WHAT DOESN'T?

- ☐ Works: establish a strong connection with students
- ☐ Works: Collaborating with student organizations
- ☐ Doesn't work: One size fits all
- ☐ Doesn't work: Financial Jargon

Certifying Counselors



Certifications Available

FOR STAFF

- AAFCS - Certified Personal & Family Finance Educator
- AFCPE - Accredited Financial Counselor
- FSWC - Financial Social Work Certificate
- Fincert.org - Certified Personal Finance Counselor
- Heartland Institute - Certified Financial Educator
- National Financial Educators Counselor - Certified Financial Education Instructor
- University of Minnesota Extension - Financial Educator Certificate

FOR STUDENTS

- Fincert.org - Certified Financial Peer Mentor Program
- WISE - Personal Finance Certification for Educators

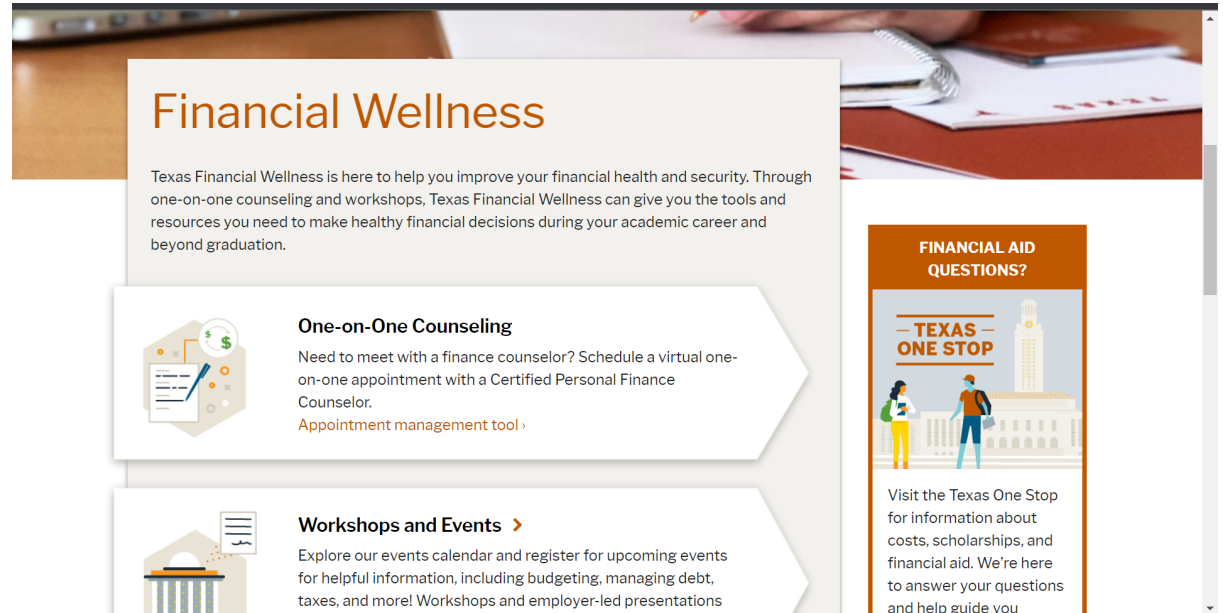
Establishing an Online Presence

BUILDING A SITE FOR YOU TEAM

It's important to build a website that gives your students a clear idea of who you are and the services you offer.

Key tips on what has worked for us:

- Build a personalized site for your student body
- Streamline your site
- Work closely with your communications office or Department.
- Build your site wisely around popular search terms
- Optimize your site to be mobile-friendly



Finding Resources

CREATE AN ONLINE RESOURCE PAGE FOR STUDENTS

Incorporate resources from various government agencies:

- Consumer Financial Protection Bureau (CFPB)
- Federal Deposit Insurance Corporation (FDIC)
- Student Aid Resource Sites
- Department of Treasury
- Texas Reality Check – Texas Workforce Commission

Non-Profits and Other Organizations:

- National Endowment for Financial Education
- Operation Hope
- Foundation for Financial Planning
- NerdWallet
- Investopedia

You can also include resources that focus on Basic Needs:

Links can include

- Affordable housing resources in your area
- Food Banks on and off campus
- Mental or Health non-profits like DollarFor
- Other University Resources
 - Legal Services
 - Health or Emergency Services

Finding Resources

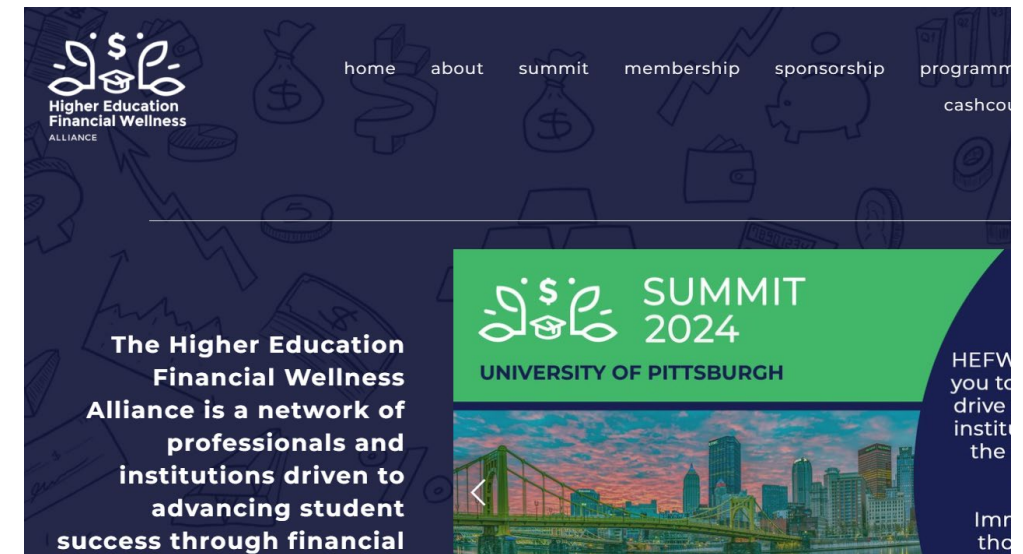
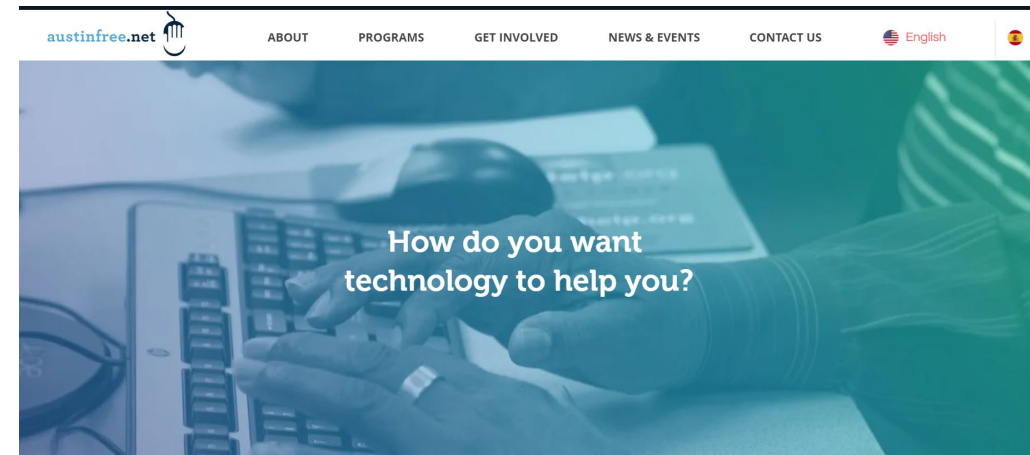
EXTERNAL PARTNERS

Reach out to other schools that have already established a Financial Wellness or Money Management Program.

National and State Associations:

- HEFWA - Higher Education Financial Wellness Alliance
- TACFEP - Texas Association of Collegiate Financial Education Professionals

Build partnerships in within your city or county



Peer Mentors

BUILDING A PROGRAM

Establishing a peer mentor program can positively impact not just your department but the student body.

Programs Available:

THECB – Peer Mentor Program

BENEFITS

- Build their skillset and resume
- Student engagement increase
- Benefits the Student Body

Tools We Use

Microsoft
Bookings – 1:1
service

Microsoft
Teams

Microsoft
Shifts – WS
schedules

Zoom

Everfi Digital
Library

Box

Microsoft
Office

Smartsheets

Google

Kahoot

Canva

Data

2018 – Fall 2022

Total Number of Events from Inital Start till 2022
91

Counseling Session Metrics	
Total Students Served	School Year
51	Spring 2021
246	2021-2022

Spring 2023 – Summer 2023

Year	
Total Number of Workshops	16
Total Number of Outreach Events	36
Total Events for the Year	52
Total Expected Attendance	778
Total Actual Attendance	1311
Total Attended 1:1 Sessions	164
No Show Total	36
Total Sessions	200
Monthly Total Summary	

Current Data

Counseling Sessions			
Counselor	Attended Sessions	No Shows	Total Sessions
Nilda	28	7	35
Gilbert	21	9	30
Nayla	0	0	0
Eric	49	15	64
1 - Peer Mentor	0	0	0
2 - Peer Mentor	0	0	0
3 - Peer Mentor	0	0	0
4 - Peer Mentor	0	0	0
5 - Peer Mentor	0	0	0
6 - Peer Mentor	0	0	0
7 - Peer Mentor	0	0	0
8 - Peer Mentor	0	0	0
9 - Peer Mentor	0	0	0
10 - Peer Mentor	0	0	0
11 - Peer Mentor	0	0	0
12 - Peer Mentor	0	0	0
13 - Peer Mentor	0	0	0
14 - Peer Mentor	0	0	0
15 - Peer Mentor	0	0	0

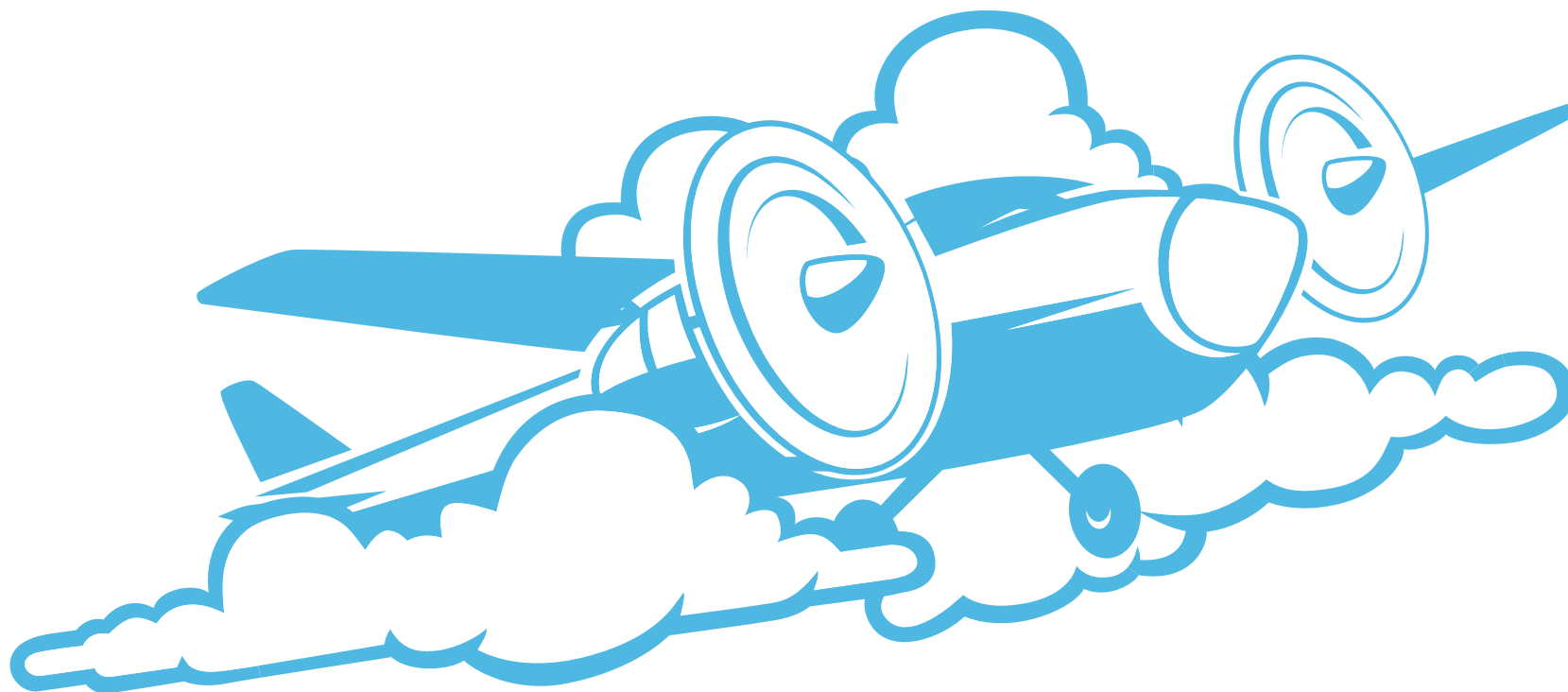
Weekly Total Summary			
Event Type	Number of Events	Total Final Attendance	Average Attendance
Workshop	13	190	15
Total Outreach	9	335	33
In-Person	6	275	45.83333333
Webinar	0	0	-
Hybrid	0	0	-
Tabling	3	60	20



This Photo by Unknown Author is licensed under [CC BY-ND](#)

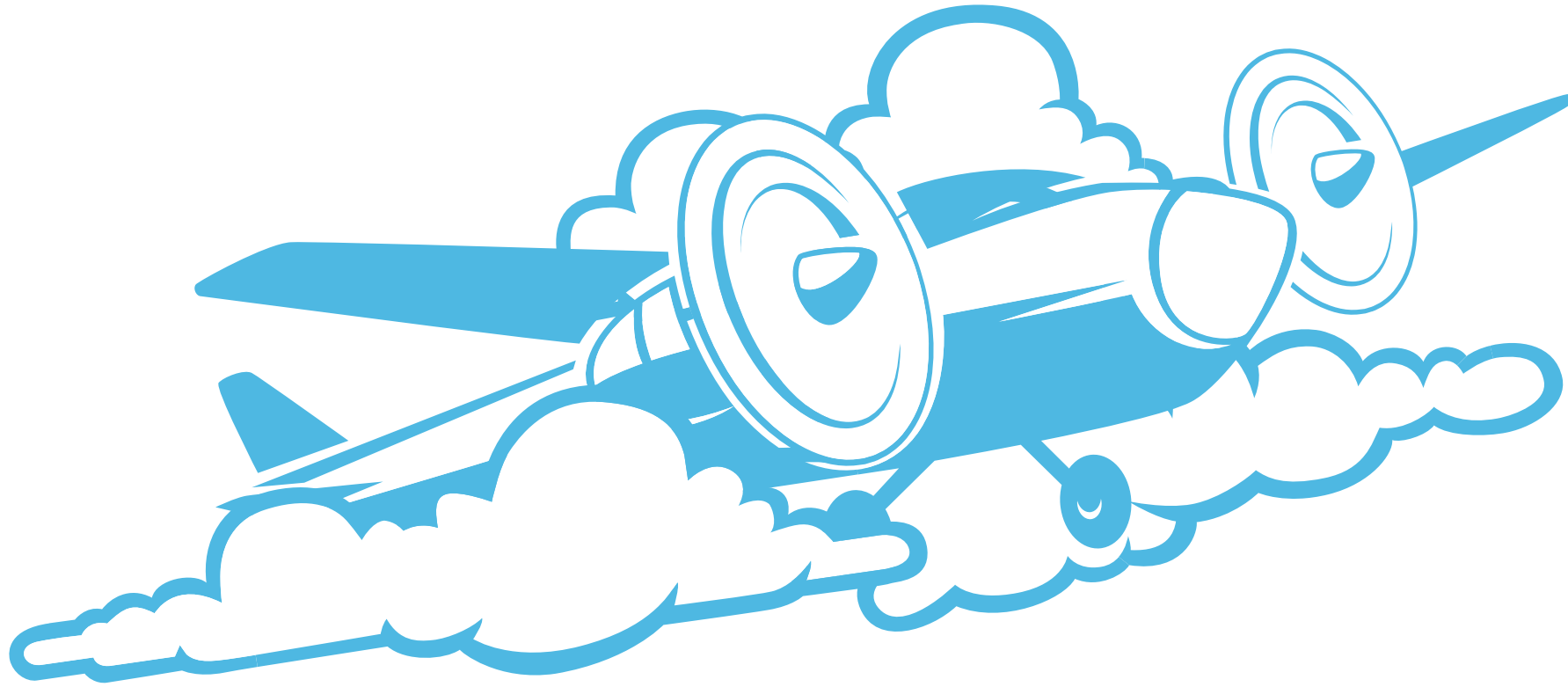
Conclusion

Financial Wellness Teams are crucial in the post-pandemic era. This team can empower students to make informed financial decisions by addressing financial challenges, promoting financial literacy, and prioritizing mental health. Collaboration, technology, and peer mentoring are some ways educational institutions can help students succeed in an ever-changing world and achieve their financial goals.



Questions?

Traveling Through Uncharted Territory



Thank you!