

Nebraska Educational Savings Trust
Educational Impact Report

July 2014



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Why Financial Education Matters in High Schools



Students

- Financial matters affect young people
- **1/3** of High School seniors use credit cards
- **94%** of students plan to borrow for college and are worried about their debt burden



Adults

- **96%** of adults agree that kids under 21 years old should be required to take a personal finance course



Results

- **BUT** Current Educational Offerings Lack Innovation and Results
- When given the National Financial Educators Council's Financial Literacy Test – the average score was 60%



EverFi's digital solutions **RESONATE** with digital natives.

College Savings Foundation. (2012). High School Students Unprepared for Rising Costs of College with Deep Divide Between Funding Plans and Actions, Says College Savings Foundation's Survey of American Youth.

National Financial Educators Council. (2014). National Financial Literacy Test Results. <http://www.financialeducatorsCouncil.org/financial-literacy-research/>

Pressey, B. (2013). Comparative Analysis of National Teacher Surveys. New York: The Joan Ganz Cooney Center at Sesame Workshop.

EVERFI

MEASURABLE IMPACT: KNOWLEDGE, ATTITUDES, AND BEHAVIORS

High School Educational Impact: By the Numbers

2013-2014 Academic Year

81



ACTIVE SCHOOLS

2,214



STUDENTS REACHED

21%



AVERAGE
KNOWLEDGE GAIN

977



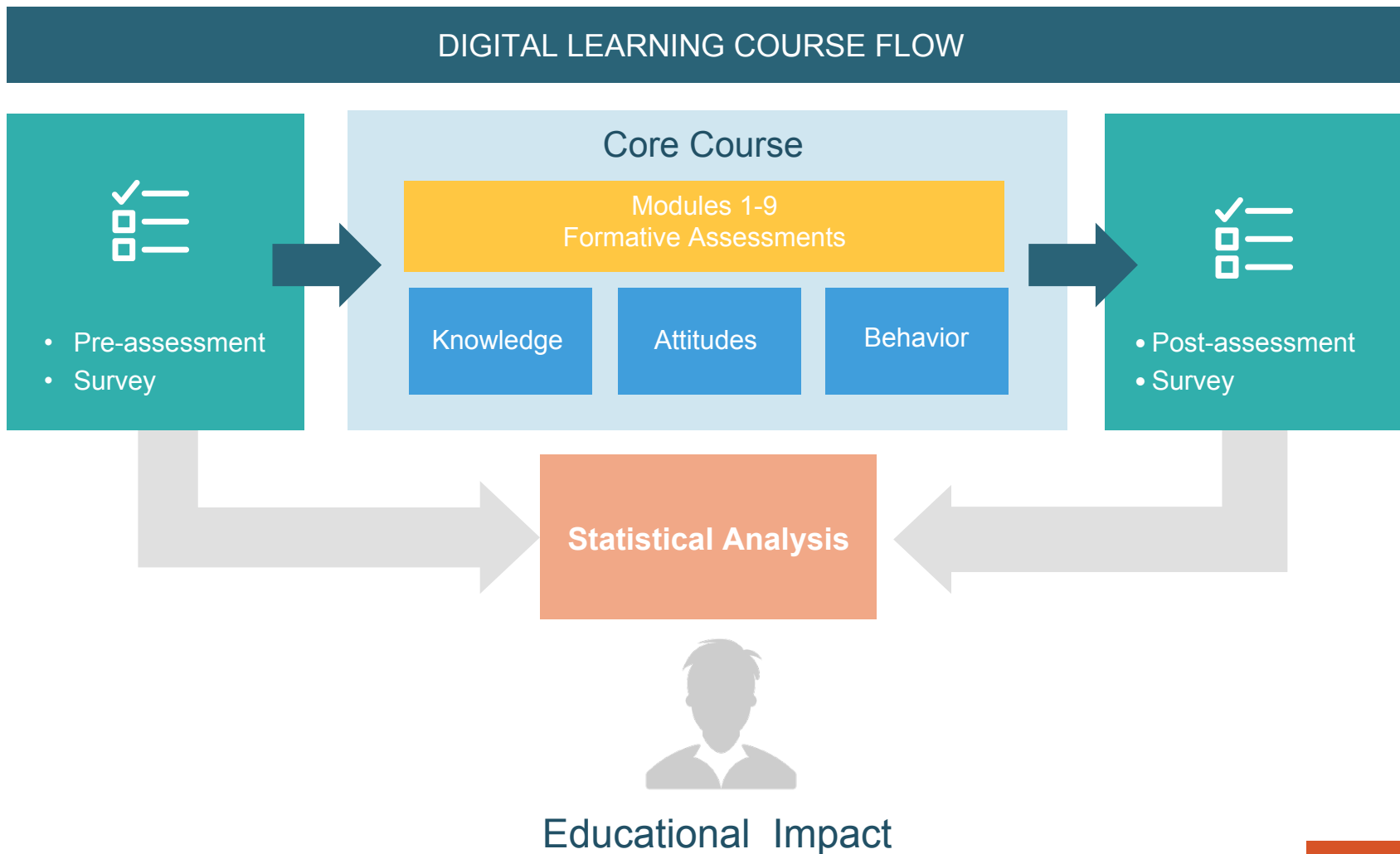
STUDENTS CERTIFIED

13,316

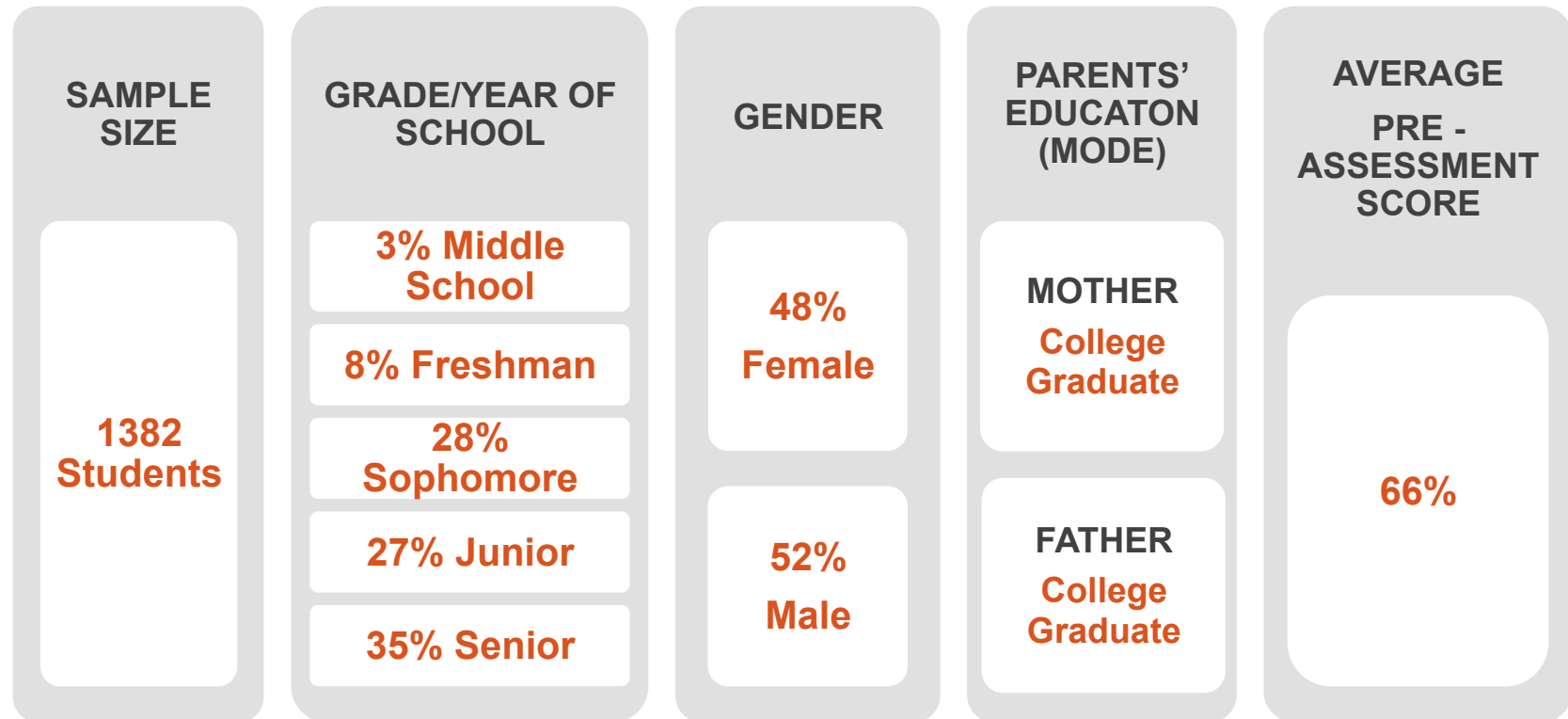


ONLINE MODULES
COMPLETED

EverFi Research and Assessment Process

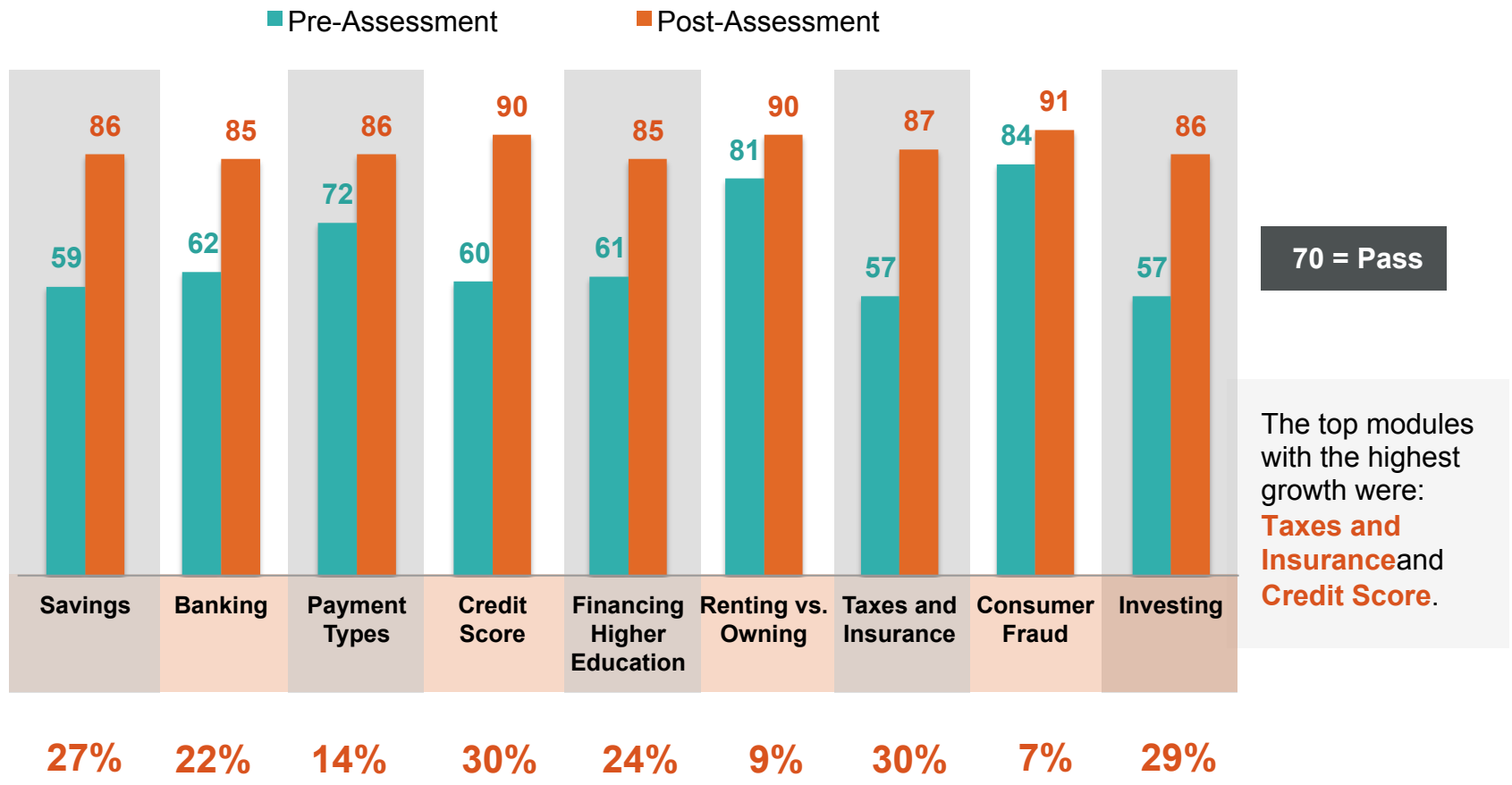
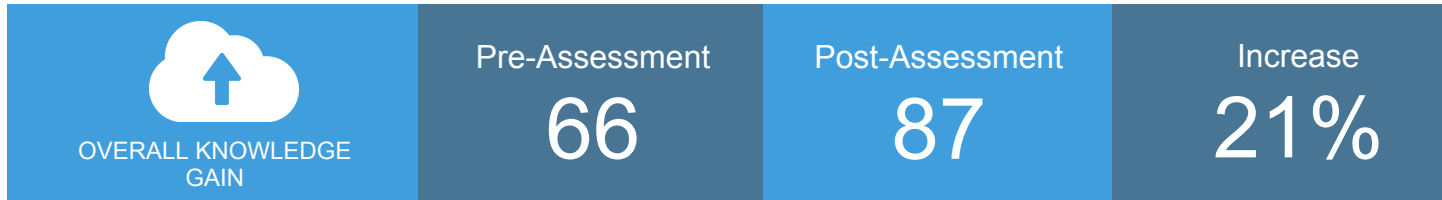


Survey Respondents



Attitudinal and Behavioral Surveys Are Provided as Optional Components to the Course

Knowledge Gains



Knowledge Change

Financial Capability Cohorts



Our students are surveyed on their levels of healthy fiscal attitudes and behaviors before beginning the course

Students tend to fall **below** an average baseline level of financial capability,

or **above** an average level

The Low Financial Capability Cohort (LFC) sees greater benefit than the High Financial Capability Cohort (HFC) in their attitudes and behaviors around money management, suggesting that the program is providing greater **benefit for the students with the highest need.**

Promising fiscal behaviors increase more than attitudes, suggesting that the program is providing practical benefit for students.

Attitudes and Behaviors: The Big Picture

Unlocking the power of EverFi's national network, data from over 330K survey respondents shows that students are making healthy shifts in their financial attitudes and behaviors after taking the EverFi digital learning course.

- **National LFC Cohort:** Consistently show strong positive gains in their attitudes and behaviors, with students more likely to invest, understand college student loans, and follow a budget.
- **National HFC Cohort:** No change or small decreases for select attitudes and behaviors signals that this group is becoming more grounded in reality and of the challenges of managing their finances.
- **Your Program's LFC Cohort:** Consistent with the national trend, the LFC Cohort in your program made significant, healthy shifts after taking the course

+18%

Increase in students from your LFC Cohort who agree that *earning interest in a savings account is a good way to make money*

+13%

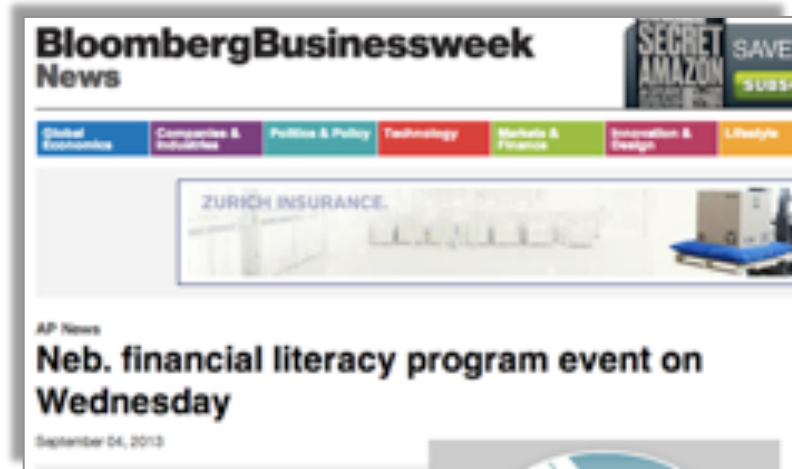
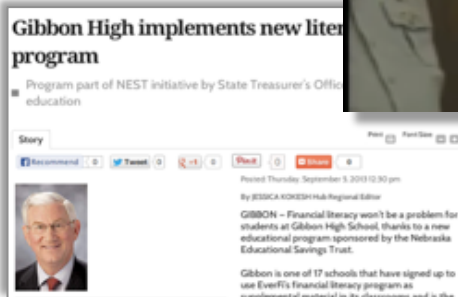
Increase in students from your LFC Cohort who are more likely to *plan and follow a budget*

BROADCASTING PROGRAM IMPACT: ENGAGEMENT EVENTS & MEDIA

Community Connections



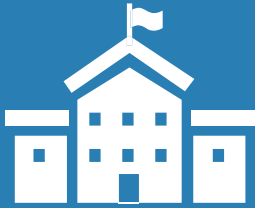
Positive Media Coverage



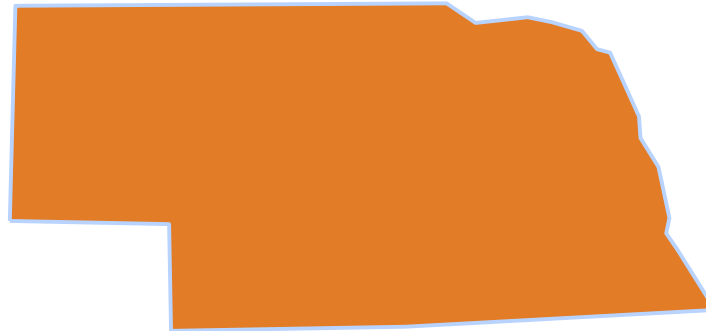
THE PATH AHEAD

The Path Ahead

School Outreach & Program Planning



- How do we build on year 1?
- Plan for Fall implementation
- Continuing to grow the program network
- Launch @Work 529 campaign



How do we build on year 1 of the program?



- What worked and what didn't in year 1?
 - Where do you see room for improvement with the overall program this year?
 - Which types of events did you feel were most effective?
- What story do you want to tell in year 2?
 - Program growth story
 - More engagement/volunteer opportunities?
 - Highlighting student stories