AFSA Education Foundation (AFSAEF)

2017-2021 Strategic Plan Progress

Highlights

**User Experience and Accessibility**
- Relaunched curriculum with new look, features, updated infrastructure, and resources
- Created new vehicle-related content

**Financial Education Impact**
- Surveyed former MoneySKILL students and research study demonstrates conclusively that MoneySKILL is an effective vehicle for educating students on personal financial management
- MoneySKILL curriculum was recognized in CFPB’s Guide for Advancing K-12 Financial Education
- Over 65,000 aggregate data completer files from 2013 to 2017 reflect the average pre-test score was 51% and the average post-test score was 76% showing a gain in knowledge by 50%

**Marketing and Member Adoption**
- Conducted Radio Media Tour with 2.5 million listenership, 442 airings, 332 stations airing, and 11 interviews including Univision
- Increased efforts on social and other media resulting in feature articles in Rebound magazine, Automotive News story mention, and dozens of AFSAEF mentions in AFSA member communications
- Received Impact Award from the National Down Syndrome Society for making a difference in the lives of people with Down syndrome as it relates to financial empowerment
- Created new brochures, consumer collateral, landing pages, and MoneySKILL promotional videos
- Conducted focus group, training, and piloted MoneySKILL ambassador program with 60 AFSA member reps offering several toolkit resources

**Segment Strategies**
- Introduced **37 modules** in Spanish and added Spanish landing page to AFSAEF website
- Presented, exhibited, and/or promoted curriculum at **over 40 meetings** of targeted segment groups
- Promoted curriculum to National Coordinating Council for Career and Technical Student Organizations with potential student reach of 2 million

** Reached**
- **ONE MILLION** MoneySKILL users
- **96%** of 2019 Annual MoneySKILL Instructor Survey respondents would use curriculum again

August 2019