



AFSA EDUCATION FOUNDATION

Brightening Your Financial Horizon



moneySKILL®

Highlights

User Experience and Accessibility

Relaunched curriculum with new look, features, updated infrastructure, and resources

Created new vehicle-related content



Reached **ONE MILLION** MoneySKILL users

96% of 2019 Annual MoneySKILL Instructor Survey respondents would use curriculum again

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*

Participated in the Financial Education in America's Schools Convening Meeting hosted by the U.S. Department of Education with the Financial Literacy Education Commission and Department of Treasury

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



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



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



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



Working with several AFSA members

to offer MoneySKILL microsites

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**