FINANCIAL WELLNESS AND EDUCATION

Bryan Ashton
The Ohio State University
Emotional
Career
Social
Spiritual
Physical
Financial
Intellectual
Creative
Environmental

STUDENT WELLNESS CENTER
STRUCTURE OF OUR RESPONSE
Comprehensive Support

- Develop financial capability
- Address financial stress
- Anticipate and offer just-in-time education
- Support students in financial crisis
1:1 Financial Coaching Appointments
  • Proactive
  • Reactive
  • Help Seeking

Group Workshops
  • Classes, Student Organizations, Residence Halls, Student Athletes etc.

Online Interventions
  • Knowledge Modules
  • ITunes U
  • Course Interventions
## Our Growth

<table>
<thead>
<tr>
<th></th>
<th>1:1 Coaching Appointments</th>
<th>Group Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012-2013</strong></td>
<td>225</td>
<td>89</td>
</tr>
<tr>
<td><strong>2013-2014</strong></td>
<td>986</td>
<td>113</td>
</tr>
<tr>
<td><strong>2014-2015</strong></td>
<td>1200</td>
<td>Over 90</td>
</tr>
<tr>
<td><strong>Fall 2015</strong></td>
<td>740</td>
<td>60+</td>
</tr>
</tbody>
</table>
Outcomes:

• Participants were more likely to have a plan to pay back debt than their peers who had not yet completed the intervention (p<.05)

• A mandatory one-on-one coaching session contributes to a significant decrease in financial stress for participants (p<.05)

• Overall themes (preliminary):
  Increase in efficacy (significant),
  Increase in awareness
  Increase in knowledge
  Small increase in behavior change

• More work is needed to establish metrics and effectiveness
Over 32 Partner Offices
- Financial Aid
- Bursar’s / Service Center
- Academic Advisors
- Faculty
- Student Affairs

Our Office = Convener

Different Offices Bring Different Strengths
National Student Financial Wellness Study:

- 52 participating institutions
- Sample of just under 19,000 college students
- Key findings:
  - High levels of student financial stress
  - Financial concerns are trickling into academic progress
  - Financial education levels (both knowledge and exposure) are very low
  - Finances are interconnected to other areas of students' lives
- Will be administered in Spring 2017
National Summit on Collegiate Financial Wellness

- Exists to unite individuals on college campuses that are facilitating this work
- 2014 = 200 people, from 120 institutions and 39 states
- Has showcased great momentum in the financial education space on college campuses
- Brings together practitioners, researchers and policy makers
- Will be held June 15th – 17th at The Ohio State University
Bryan Ashton
ashton.53@osu.edu
614-292-4527
@bryanashton

National Listserv: go.osu.edu/natfinwell

National Summit: nscfw.org

The 2016 National Summit on Collegiate Financial Wellness will be held June 15th – 17th at The Ohio State University.