

Registration/Breakfast: 9:00 - 9:30, LOBBY

Welcome - President Bonita Jacobs: 9:30 - 9:45, ROOM 125

Keynote- Michael G. Thomas, Jr. - The Disconnect Between Financial Literacy Efforts and Goal Achievement: 9:45 - 10:15, ROOM 125

Breakout Sessions: 10:30 - 11:15

10:30-11:15: Stephanie Yates - From Financial Education to Financial Literacy to Financial Stability, ROOM 136

This session uses data from the National Financial Capability Survey to report on socialization factors related to financial education, its impact on financial literacy and the link between financial literacy and financial stability. After setting this foundation, the session will go on to discuss how best to use this information to serve the greater community. This session is appropriate for financial professionals and students alike. The intent is for it to be delivered in a workshop/presentation format.

10:30-11:15: Charlotte Wade Bursar/Student Accounts - Birds of a Feather Flock Together, ROOM 137

This session is directed toward Bursar or Student Account professionals, but is open to anyone wishing to join the discussion. Come prepared to ask questions and share your best practices for assisting students in gaining financial literacy, learning to be fiscally responsible, or completing a degree with the least amount of student debt. This will be an open forum and participation is desired!

Breakout Sessions: 11:30 - 12:15

11:30-12:15: Paul Goebel - FIT: Financial Intelligence Training for Beginners to Experts, ROOM 136

This session will provide participants an in-depth view into a multi-week financial education program that is helping students change financial behaviors, actively budget, understand the impact of credit and debt, and how their financial choices will impact their short- and long-term financial goals.

Created in 2012 at the University of North Texas, FIT has provided more than 400 college students, alumni, and community members with the training and tools necessary to take charge of their financial lives. The success of FIT can be found in the learning outcomes disclosed by attendees and the overwhelming enrollment each semester the program is offered. Learning outcomes and assessment of past attendees have provided insight into the development and creation of a multi-week training program that can easily be replicated on any campus.

11:30-12:15: David Haygood - A View into Financial Programs on Campus/Millennials and Beyond, ROOM 137

This session will review results from a Survey of Financial Literacy programs and identify possible ways to develop a program on your campus. To make a program successful, you must meet your students where they are and to do this you must understand your students. So working with the Millennial and beyond generations requires special attention to their needs, modes of communication, and ways of learning.

Lunch: 12:30 - 1:30, ROOM 125

Breakout Sessions: 1:45 - 2:30

1:45-2:30: Gabriel Jones - Financial Life after College - An Interactive 'Game of Life', ROOM 136

The UNG SMMC created an interactive and informational "Game of Life" for students to simulate financial life after college. This session will give an overview of the creation, development, and implantation of the game, "Making Cents Make Sense". Attendees will be given the opportunity to collaborate and brainstorm how to adapt and implement the game at their institution.

1:45-2:30: Bryan Bulmer - Reaching and Teaching Students about Financial Literacy on a Dime, ROOM 137

Many collegiate financial literacy/wellness programs do not have much funding for events and outreach. During this session we will explore creative and cost-effective ways to reach out to students, conduct workshops, and plan events that engage students of all ages and classifications on any campus.

Breakout Sessions: 2:45 - 3:30

2:45-3:30: Matt J. Goren - Does Money Buy Happiness? The Science of Spending, ROOM 136

"Can't buy me love." "The best things in life are free." Popular culture so often reminds us: money can't buy happiness. But this platitude may ring hollow for anyone struggling with paying bills, getting out of debt, or saving for an uncertain retirement. In our session, we explore what social scientists have learned about if and when money buys happiness. We offer a simple framework to help attendees consider their own spending habits. Our sessions will end with practical suggestions for how to refocus spending in ways that improve quality of life while leaving more for savings and investing.

2:45-3:30: Kendall McCamy - Communicating for a Change: Connecting with Students via Story, ROOM 137

Many financial literacy practitioners try to market our services to students the same way we would to ourselves or our leadership, with data and statistics. Students are only concerned about how our work will help them survive and thrive, and even then, only if that message is free of noise. This session is all about understanding and incorporating the basic elements of story into your marketing efforts to connect with students in a way that will invite their attention and broaden your impact.

Closing Remarks - Dr. Alyson Paul, AVP for Student Affairs and Dean of Students UNG: 3:30 - 3:45, ROOM 125