



Peer to Peer Financial Literacy: Red to Black™ Program at Texas Tech University

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NSLP Financial Literacy Symposium

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TOPICS

- Provide an overview of a university peer to peer financial literacy program
- Consider ways to implement a new program or enhance an existing program



PROGRAM BASE



- Texas Tech University Division of Personal Financial Planning
 - One of the original 20 CFP Board Registered Programs
 - Undergraduate, graduate and dual degree programs
 - Faculty and student expertise



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ROOTS OF RED TO BLACK

- Originated in Student Affairs
- Began operating in Spring 2001 to educate students about getting out of the “red” and into the “black”
- First known peer to peer financial literacy program in Texas




PROGRAM OBJECTIVES



1. Train personal financial planning students to provide individual financial planning, counseling and education
2. Offer free and confidential services to the Texas Tech community and the South Plains area
3. Provide a website as a personal resource



STAFF



- Administrative Staff
- Student Volunteers
 - Outreach Based Peer Financial Planners
 - Client Based Peer Financial Planners
 - Community Based Financial Planners



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SERVICE DELIVERY

- Outreach Based Services
Presentations and workshops
- Client Based Services
One on one sessions
- Framework and Approach
- Stories and Testimonials






TRAINING THE FINANCIAL PLANNERS OF TOMORROW



- Classroom instruction
- Program prerequisites
- Experiential learning
- Recruitment, training and mentoring
- Service learning practicum
- National certification programs
- Volunteerism and community service



FREQUENTLY REQUESTED TOPICS





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CAMPUS CONNECTIONS

- Financial Aid
- Student Business Services
- Student Wellness Center
- Center for Campus Life
- Residence Life
- Student Legal Services
- Student Government



- Freshman & Sr. Seminars
- Health Sciences Center
- Parents Office
- Student Organizations
- The Graduate School
- Family Therapy Clinic
- Employee Assistance



WEBSITE www.r2b.ttu.edu



- Student Bios
- FAQs
- Content Areas
- Resources



2008 PROGRAM DEVELOPMENT AREAS




- New Student Needs
- Small Groups
- Web Features with Local Media
- Premarital Financial Education
- Personal Finances and Recovery
- Military Personal Finances





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SUPPORT



- Program administration funds
- Space
- Class projects
- Grants and alumni giving
- TTU PFP Initiatives for Excellence in Research and Education



OUTCOMES

- Financial skill building
- Demand for educated professionals
- Experience for professional designations
- Meeting the mission of the university



INCORPORATING IDEAS



- Academics or student services
- Identifying students at risk
- Logical links to other university offices
- Reaching students and their families
- Finding resources
- Implementation and evaluation
- What works and why?



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QUESTIONS AND ANSWERS

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