

Iowa Financial Literacy Program

Providing Digital Financial Education to Iowa High Schools at No Cost



Welcome to the Iowa Financial Literacy Program

The Iowa Insurance Division is pleased to lead a major initiative to bring critical financial literacy education to Iowa students through the *Iowa Financial Literacy Program*. The Iowa Insurance Division has underwritten the cost of the EverFi – Financial Literacy™ platform, an engaging, online resource that uses video, animations and interactive activities to bring complex financial concepts to life.

During the 2015-2016 school year, the *Iowa Financial Literacy Program* contributed to over 100,000 hours of financial education learning for high school students in Iowa. After completing the course, students are proven to be more confident and better prepared to make the financial decisions they will face in young adulthood.

The platform contains 9 modules covering the following topics:

- Savings
- Banking
- Credit Cards & Interest Rates
- Credit Score
- Financing Higher Education
- Renting vs. Owning
- Taxes & Insurance
- Consumer Protection
- Investing

Positive Changes in Attitudes & Behaviors

Not only do students know more after completing the *Iowa Financial Literacy Program*, they also feel significantly more prepared to make critical financial decisions.

EXPOSING STUDENTS TO CONSUMER SKILLS



Students are **37% more knowledgeable** about insurance and taxes

PREPARING FOR HIGHER EDUCATION

59% increase in students who understand how to apply for financial aid to help pay for college.



TEACHERS – Get Started Today



TARGET AUDIENCE:

High School



SUGGESTED PLACEMENT:

Economics, Financial Algebra, Family and Consumer Science, Business, and AVID



TIME:

6-8 Hours



STANDARDS:

Iowa Core Social Studies and 21st Century Skills



DEMO VIDEO:

See EverFi-Financial Literacy in action.



Contact

To learn how you can bring the *Iowa Financial Literacy Program* to your school, please contact:

Lincoln Hughes
Senior Implementation Manager, EverFi
(651) 303 – 6852
lincoln@everfi.com