



Students Harvesting Opportunities toward Wealth-Building (SHOW) A Forum on Financial Literacy

Program Description

Purpose:

The forums are part of CBCF's effort to convey the importance of personal financial management to college students at Historically Black College and Universities (HBCUs), as well as predominantly-black institutions (PBIs) in CBC member districts. SHOW and each host/partner school will collaborate on developing a forum that highlights economic and financial development opportunities that will:

- Help students better manage their current finances and plan for the future
- Showcase important resources that can support small business and community development; promote homeownership; and reinforce sound financial management and planning in the communities where students live, work and/or attend school

Who – Target Audience:

- HBCU students at all grade levels
- Students attending PBIs in CBC member districts

What – Description of Forums:

- 1 ½ to 2-hour session
 - Town hall/plenary style
 - 10 % introduction, 50% presentation, 40% audience interaction (Q&A)
- Subject Areas
 - Savings/investment strategies
 - Budgeting and living off campus
 - Helping out at home while in school
 - Financial aid counseling
 - Relevant legislation or policy
 - Other topics TBD (understanding credit, etc.)
- Speakers
 - Moderator: Stephanie E. Brown
 - Panelists: Three-four experts
 - Investment/business development
 - Finance (preferably a faculty member)
 - Entrepreneurship (preferably a student)
 - Affordable housing
 - Financial aid (staff member)

Where – Location of Forums:

- HBCUs or PBIs nationwide
 - 2-3 pilot sessions in fall 2010
 - 6-7 in spring and summer 2011
 - 2-3 in fall 2011

How – Collaboration & Program Development:

- Identify a contact from Student Affairs
 - Ensure buy-in from university administration
 - Assist in organizing a planning committee comprised of 3-5 student leaders
- Work with committee to plan and implement the session
 - Hold conference calls addressing:
 - Marketing strategies
 - Student-run video organization/company
 - Student organizations on or near campus
 - Speaker selection
 - Program rundown

Why – Program Rationale:

- To empower HBCUs to educate their students on personal financial management and wealth-building
- To assemble campus leaders and offer them a chance to contribute and be held accountable for the success of a financial program for students
- To provide CBCF with sound and appropriate visibility
 - Produce an event worthy of CBC member participation, when possible
 - Expand branding and partnership opportunities
 - Partner universities could receive web placement
 - CBCF-HBCU network brand could be used when hosting subsequent events

Expenses:

- Stipend of \$1,000 to university for use of facility and staff involvement
- Refreshments for audience
- Handouts for audience
- Promotional/giveaway items for audience
- Travel, lodging and meals for 2-3 staff members

Program Assessment & Expansion:

- Evaluation surveys from students following each session (possibly before sessions as well)
- Post-session evaluation surveys from speakers
- Questions from students during marketing of sessions
- Follow-up information/resources e-mailed to student body quarterly
- Follow-up sessions hosted at universities within the network, based on feedback from school faculty and survey findings
- Universities engaged in follow up (i.e. inclusion in campus distribution, newspapers, e-mail blasts, curriculum)