



**IowaCollegeAid.gov**  
Your Financial Aid Connection

## PRESS CONFERENCE ANNOUNCEMENT

**FOR IMMEDIATE RELEASE**

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### **Lt. Governor Kim Reynolds to Announce Launch of Online Tool to Help College Students Tackle Student Loan Debt** *Buttonwood™ will help college students develop smart money habits*

Lt. Governor Kim Reynolds will announce the launch of a new, statewide initiative to bring financial education to every postsecondary institution in Iowa during the administration's scheduled weekly press conference on Monday, September 19, 2011. Buttonwood™ will be accessible through [www.IHaveAPlanIowa.gov](http://www.IHaveAPlanIowa.gov), and is free to Iowa postsecondary institutions and students through a partnership between the Iowa College Student Aid Commission (Iowa College Aid) and EverFi, Inc.

Through this interactive, customized curriculum, college students learn the life skills they need to successfully manage their personal finances and student loan obligations.

EVENT: Governor Branstad and Lt. Governor Reynolds Weekly Press Conference  
Launch of Buttonwood™ will be announced

LOCATION: Iowa Capital Building – 1007 East Grand Avenue  
Governor's Office – Large Conference Room

WHEN: Monday, September 19, 2011

TIME: 9:00 a.m.

SPONSOR: Iowa College Student Aid Commission

SPEAKERS: Lt. Governor Kim Reynolds

CONTACTS: The following will be available after the press conference to answer questions about Buttonwood™:

Karen Misjak, Executive Director, Iowa College Student Aid Commission

## **The Facts**

- For the first time, student loan debt has outpaced credit card debt.  
<http://blogs.wsj.com/economics/2010/08/09/student-loan-debt-surpasses-credit-cards/>
- Iowa college students graduate with an average student loan debt of \$28,883, the fourth highest in the nation after the District of Columbia, New Hampshire and Maine.  
<http://projectonstudentdebt.org/files/pub/classof2009.pdf>
- Iowa's median income has not kept pace with increasing costs at Iowa's colleges and universities.  
<https://apps.iowacollegeaid.gov/marketing/docs/ConditionOfHigherEducation.pdf>
- Buttonwood™ will be available through the statewide web portal, I Have A Plan Iowa™.
- I Have A Plan Iowa™ is a free resource which allows Iowans of all ages to investigate career opportunities, explore education options, learn how to use education to meet career goals, and find employment opportunities in Iowa.
- The Buttonwood™ platform includes a compressed and sophisticated new media presentation of key financial concepts, complemented by an interactive, highly customized simulation that provides a different experience for each individual.
- Reflecting the diversity of the postsecondary student population, Buttonwood™ adapts to each user so that the educational content around student loan management is most applicable to them.
- Buttonwood™, developed by EverFi, Inc., was selected through a competitive bid process.

For more information on Buttonwood™, please contact Iowa College Aid at 877-272-4456 or visit Iowa College Aid's website at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov) and select "Financial Literacy".

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### ***About the Iowa College Student Aid Commission***

*Iowa College Aid provides college access, financial literacy, and outreach services to Iowa's students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling nearly \$60.0 million annually, administers the Federal Family Education Loan Program (FFELP) program, provides borrowers with assistance to avoid the serious consequences of default, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education's College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. More information is available at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov).*

### ***About EverFi, Inc.***

*EverFi is the leading education technology platform company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Substance Abuse and Sexual Assault Awareness, and additional areas to be announced in 2011. The company is already powering a national movement in 50 states and over 3000 K-12 schools and higher education institutions. We enable students to learn using the latest technology, including rich media, high-definition video, simulation, and avatars. The Iowa College Student Aid Commission selected EverFi, Inc. through a competitive bid selection process. Learn more at [www.everfi.com](http://www.everfi.com).*