



IowaCollegeAid.gov
Your Financial Aid Connection



NEWS RELEASE

FOR IMMEDIATE RELEASE

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The Winner of the Iowa Caucus is Financial Literacy
Over 2,000 Iowa Students Certified with Solid Financial Knowledge Base

Des Moines, IA, January 3, 2012 – While White House hopefuls are making their last pitch to Iowa voters, the students of Iowa have already voted declaring personal financial responsibility a key issue. In 2011 alone, over 2000 students have been certified through the *Iowa Financial Literacy Program*, an online learning platform developed by EverFi, Inc. This critical educational tool, accessible at www.IHaveAPlanIowa.gov, is provided free of cost to Iowa high schools through the generous sponsorship support of the Iowa College Student Aid Commission (Iowa College Aid), the Iowa Bankers Association, and over 50 local banks throughout Iowa.

“Iowa is leading the charge in providing cutting-edge financial literacy to all its students,” said Iowa College Aid Executive Director Karen Misjak. “The students receiving certification through the *Iowa Financial Literacy Program* have mastered concepts such as budgeting, saving, using credit cards wisely, and making smart borrowing decisions that will help them as they go on to college or enter the workforce,” explained Misjak.

“The past four years have shown that our country’s financial stability is a critical issue,” said EverFi Chief Executive Officer Tom Davidson. “We encourage all Presidential hopefuls to stop by an Iowa high school before they leave and become certified in a part of the EverFi program.”

In 2011, the Iowa high schools with the highest number of certified students in financial literacy are Ankeny High School in Ankeny, followed by Dowling Catholic High School in Des Moines, Lewis Central High School in Council Bluffs, and Washington High School in Washington.

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The *Iowa Financial Literacy Program* is a 10-module online learning platform that is integrated into the school curriculum. The platform covers over 600 core topics including credit scores, budgeting, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k's and other critical concepts. The platform tracks individual student progress and knowledge gain and provides students who successfully complete the course with a Certification in Financial Literacy that can be a powerful tool for job applications, college searches and internships.

More information regarding the *Iowa Financial Literacy Program* is available at www.IowaCollegeAid.gov or by calling Iowa College Aid's Information Service Center at 877-272-4456. Additional resources for Iowa families as they plan, prepare and pay for college are also available on Iowa College Aid's website, www.IowaCollegeAid.gov.

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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 used to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. More information is available at www.IowaCollegeAid.gov.

About EverFi™

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Alcohol Abuse and Sexual Assault Awareness. The company is powering a national movement in 50 states that enables adults and students to learn using the latest technology, including adaptive pathing, rich media, high-definition video, simulations, and avatars. EverFi has nine published studies documenting the efficacy of several of our education technology platforms. The company teams with major corporations and foundations to provide the programs at no cost to schools. Learn more at www.everfi.com.