



**IowaCollegeAid.gov**  
Your Financial Aid Connection

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**NEWS RELEASE**

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## **Iowa Financial Literacy Program Reaches 100 School Milestone**

*Statewide Program Helps Students Develop Smart Money Habits*

**Des Moines, IA, February 21, 2012** – The Iowa College Student Aid Commission (Iowa College Aid) announced today that it has reached a significant milestone as 100 high schools across the state are using the Iowa Financial Literacy Program to help students learn core concepts of personal finance.

“A lot has happened over the past year since Governor Branstad announced the launch of the Iowa Financial Literacy Program,” stated Karen Misjak, executive director of Iowa College Aid. “We set out to bring financial literacy to every Iowa high school in a format that would be engaging to students,” said Misjak. “I am very excited that students in 100 high schools across the state are being prepared to make smart financial decisions before they go to college or enter the workforce.”

The award-winning online platform, developed by EverFi, Inc., uses the latest in new media technologies to teach, assess and certify high school students in over 600 core concepts of personal finance. Video, messaging tools, unique 3D environments, RSS feeds, avatars, and gaming components enable students to explore real-world settings, from the floor of the New York Stock Exchange, to a used car dealership. Through exploration of real life situations, students are able to absorb financial lessons contained in 10 learning modules that cover topics about budgeting, using credit wisely, financing higher education and investing, among others.

“EverFi is honored to be working with Iowa College Aid to provide high school and college students with proven, cutting-edge, financial education,” stated Tammy Wincup, executive vice president of EverFi, Inc. “Students today are digital natives – outside of the classroom they are constantly using technology to unlock knowledge and build community. Through this program, students can use that same interactive technology to become financially capable,” said Wincup.

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The Iowa Financial Literacy Program is part of a statewide initiative to bring financial literacy to every high school in the state. Each learning module meets the financial literacy essential concepts and skills of the Iowa Core, which must be implemented in Iowa high schools by July 1, 2012 and requires that students leave high school prepared in 21<sup>st</sup> century skills. Free access and program support for Iowa high schools is made possible through the financial support of Iowa College Aid and local sponsors interested in promoting financial literacy in their communities.

For more information on the Iowa Financial Literacy Program and local sponsorship opportunities, please contact Iowa College Aid at 877-272-4456 or visit Iowa College Aid's website at [www.IowaCollegeAid.gov](http://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), 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](http://www.IowaCollegeAid.gov).*

***About EverFi*** *EverFi is building and operating the nation's largest network for K-12 online education in off-curriculum, but highly valuable content areas such as financial literacy, student loan management and other key life skills for the 21st century student. EverFi's award-winning platform is designed to provide a highly engaging experience for students and features the latest technology and instructional design, including rich media, high-definition video, 3D simulations and social networking. EverFi is powering a national movement that enables corporations and foundations to partner with schools and colleges in our network and license the use of the EverFi platform to deliver a measurable and lifelong impact on students. EverFi's website is [www.everfi.com](http://www.everfi.com)*