

Program Title: GET REAL!
Institution: Ferris State University
Innovation Category: Financial Aid and Financial Literacy
Point Person & Contact Information:
Melanie Mulder, Financial Aid Advisor
(231) 591-2121
MelanieMulder@ferris.edu

FERRIS STATE
UNIVERSITY

Website: <https://www.ferris.edu/admissions/financialaid/getreal.htm>

Project Description: Financial Literacy event designed to teach students about real life financial planning and decision-making. Get Real! is very interactive and is offered in a game format. FSU offers the event to support financial literacy amongst students of all ages. The program is funded by the Admissions office. In addition to FSU students, local high school and middle school students are also invited to attend the event.

Project Objectives:

Help students make the connection between their:

- chosen career and expected earnings;
- expected earnings and future lifestyle, and;
- decisions and (financial) consequences

Target Population: College students, high school students, middle school students.

Quantifiable/Qualifiable Outcomes:

FSU conducts a survey to collect feedback from participants. The responses have been overwhelmingly positive. Students describe gaining insight into areas in which they have had no previous exposure, while having fun participating in the game. These survey responses have not been organized into quantifiable outcomes as of yet.

Challenges/Problems Encountered: Minor issues: schools traveling to FSU to participate arriving late, lines forming at stations in the game. We have made minor adjustments in order to alleviate blockages in the game and keep students moving and engaged.

Evaluation Approach: A survey is requested of all participants to provide feedback on their experience with the game, assessing their engagement, learning, enjoyment.

Value Proposition, Financing Strategy and Return-On-Investment Indicators:

The cost of this program is relatively low in relation to the number of participants that may benefit from it. There are materials needed (signage for game stations, scorecards for students), but most of the investment is in the form of hours contributed by staff to organize, promote and work the event. At FSU, our staff volunteer to participate, and their departments are supportive of their efforts, as the program has been so well received by FSU students and external participants.

Potential for Replication: High potential for replication. Relatively low cost. The game has been standardized and resources are available for institutions wanting to begin offering Get Real!

Vendor Involvement: The Financial Reality Foundation developed Get Real!
<http://financialreality.org/> Institutions may contact the Foundation for information and guidance. karina@financialreality.org.

Requisite Program Manager Competencies: Organizational, communicative, creative.

Additional Resources: Financial Educators Council
<https://www.financialeducatorsCouncil.org/objectives-of-financial-literacy-training/>

Date Published: February 17, 2020