

# Decision Partners Financial Literacy Licensing Program

## *Serving Students through Financial Education*

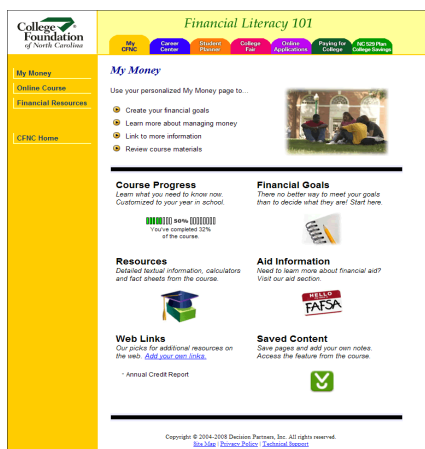
As the need for comprehensive student financial literacy education gains national visibility, many organizations are seeking to develop a robust financial literacy program for customers, potential customers, and other groups. Whether you work for a lender, guarantor, or national organization, Decision Partners' new licensing program is a turnkey service that enables you to seamlessly integrate a best-in-class financial literacy education program into your organization's website – quickly, easily, and at much lower cost than developing a quality program from scratch.



Licensing a complete online learning solution offers your website visitors an outstanding value proposition – a free financial literacy learning experience that's customized to their needs. Rather than wading through page after page of often-irrelevant textual information, users receive an engaging, multimedia course that's filled with interactive exercises and personalized content. Additional content may be added by your organizations, and the resulting course will have the same appearance as your existing website even though it is hosted and managed by Decision Partners.

To access the course, visitors simply register by answering basic survey questions. Users may then take the entire course as a linear experience, or they may take only the parts most relevant to them. Either way, users can return anytime to their personal account, building their own financial literacy homepage in partnership with your organization.

### Assessment and Reporting



Screen shot of a lender-branded course.

At Decision Partners, we feel strongly that comprehensive assessment and reporting are the keys to developing lasting, effective programs. Through survey responses and course usage reports, your organization is provided with a wealth of actionable user information without having to develop and manage a complex Internet project. Our turnkey approach simply delivers better educated students and gives you the insight you need to assess and expand your financial literacy education efforts.

Every licensing customer receives access to an administrative control panel that provides real-time metrics on course usage. Data presented in the control panel includes student contact information, year in school, course progress, and the date of last login. Data may be exported to Excel for further analysis and guarantors may use the export feature for demonstrating

compliance with the financial literacy requirements likely to be included in the Higher Education Act reauthorization.

Further assessment data is provided in the form of an aggregate yearly report. Delivered as a 40 to 60-page PowerPoint presentation and as a raw data file, this comprehensive report provides aggregate pre and post-course survey data covering financial knowledge, attitudes and behaviors of course participants, as well as feedback on the course experience itself. Decision Partners respects user privacy, and no personally identifiable information is provided in survey data reports.

### For More Information

To learn more about this program, please contact Jim Pfeiffer, VP of Customer Development, at 978-562-1390 or by email at [jim@decisionpartners.org](mailto:jim@decisionpartners.org).