



ROYAL
CREDIT
UNION

BUILDING IMPACTFUL FINANCIAL EDUCATION PARTNERSHIPS

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MEET YOUR HOSTS



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WHO IS ROYAL?

- **Headquartered in Eau Claire, WI**
 - Serve Western Wisconsin and Eastern Minnesota
 - Over 200,000 Members
- **Credit Unions are community focused**
 - Not for profit financial institutions
 - At Royal, everything we do is connected to Royal's core purpose of "Making a Difference in the Lives we Touch"
 - Through our RCU Foundation we have given more than 6 million to our communities since 2012
- **Robust team of financial educators under our Community Engagement department**
 - Operate 29 school site locations from elementary to high school
 - Base all lessons on the state of Wisconsin financial literacy standards for curriculum
 - 6 core signature financial education programs that reach students in elementary school through college



LOOKING LOCAL

- **Credit Unions & Community Banks**

- Involved in their communities & financial education is often one of their values or part of their core purpose

- **Family Means**

- Non-profit offering multiple services. From budgeting & credit counseling to debt management and financial education services they are a great resource for both presentations & 1:1 coaching programs. While their offices tend to be in western Wisconsin, they are licensed in the whole state and have explored virtual connection options.

- **Literacy Organizations**

- Some of our strongest partnerships have stemmed from partnering with an organization (Literacy Chippewa Valley) who is already providing various literacy services to an organization. Adding a session to their schedule works well. This is how Royals Correctional Facility partnership began.

- **UW Extension offices**

- With multiple locations across Wisconsin the UW extension offices offers both 1:1 programming as well as a online modal based course. They offer many downloadable guides and program opportunities as well as a financial coach training.

COLLABORATE

- **Advocate for the program**
 - Telling new potential students or participants about the program, giving them examples of what individuals have said or learn makes a big difference. When you care about what you are doing and are excited about offering the opportunity it makes a huge impact in the class/program success.
- **Helping organize sign-ups and presentation space**
 - Having individuals sign up can help with attendance and time management. When you have a set contact who takes on this portion and advertises the class/program you tend to get a better number of committed students, especially if you are running a multi-day program.
- **Helps to create consistency and growth in the program**
 - Keeping program options open and top of mind for individuals helps you create a ongoing need for what you are offering. Example: wait list at Chippewa Correctional Treatment Facility
- **Resource to bounce ideas off – they are the experts of their organization**
 - While there are basics items to include in creating a program, each organization is always going to be unique. Being able to work together to make something that will best fit the needs of that organization is what makes a strong program.

BUILDING CURRICULUM

Key topics –

- Spending habits, saving, budgeting, credit (building, re-building, credit scores & reports), dealing with debt, setting short and long term financial goals
- Expanding – investing, retirement, home buying, HSA accounts and more

Conduct evaluations –

- Pre and post tests are great tools for measuring knowledge gains and attitudinal changes
- Evaluations help you keep evolving & improving your program offerings
- Surveys provide insight into what individuals want to learn

Be open to adaptation –

- All presentations are unique if you allow them to go to where students need more emphasis placed. Starting with a solid foundation of key skills and information will be your base, but participant questions and experiences complete your session.

FINANCIAL EDUCATION RESOURCES

- **CFPB | Consumer Financial Protection Bureau**
 - <https://www.consumerfinance.gov/consumer-tools/educator-tools/youth-financial-education/teach/activities/>
 - Great resources in multiple languages
- **FTC | Federal Trade Commission**
 - <https://www.ftc.gov/>
- **Practical Money Skills**
 - <https://www.practicalmoneyskills.com/>
 - Robust curriculum for learners with special needs and Spanish speaking individuals
- **Mymoney.gov**
- [Wisconsin Department of Financial Institutions](#)
- **Mentimeter.com**

FINANCIAL EDUCATION RESOURCES

- **UW Extension financial coaching certificate & webinars**
 - <https://finances.extension.wisc.edu/events/>
- **National Financial Educators Council | Certified Financial Education Instructor**
 - <https://www.financialeducatorsCouncil.org/>
- **NGPF | Next Gen Personal Finance**
 - <https://www.ngpf.org/>
 - FREE certifications on a variety of financial topics from budgeting to investing
- **Wisconsin Department of Financial Institutions' Office of Financial Capability**
- **Facebook groups**
 - Fin Ed Fanatics
 - [Financial Coaches Unite](#)
- **Podcasts**
 - Bad with money – Gabby Dun
 - Planet Money
 - Money Donuts – Royal Credit Union
 - NerdWallet – Smart Money Podcast

EXAMPLES OF SUCCESSFUL PARTNERSHIPS

Correctional Facility Program

Wisconsin

- Stated in Eau Claire County Jail in 2015 in partnership with Literacy Chippewa Valley and has grown from there
- Provides financial education for currently incarcerated individuals in three county jails and one state prison facility (Dunn County, Eau Claire County, Barron County, Chippewa Valley Correctional Treatment Facility)
- Research was conducted on effectiveness of the program
- Currently working to expand to two new facilities (Trempealeau County & St Croix County)



Tree Trust

St. Paul, MN

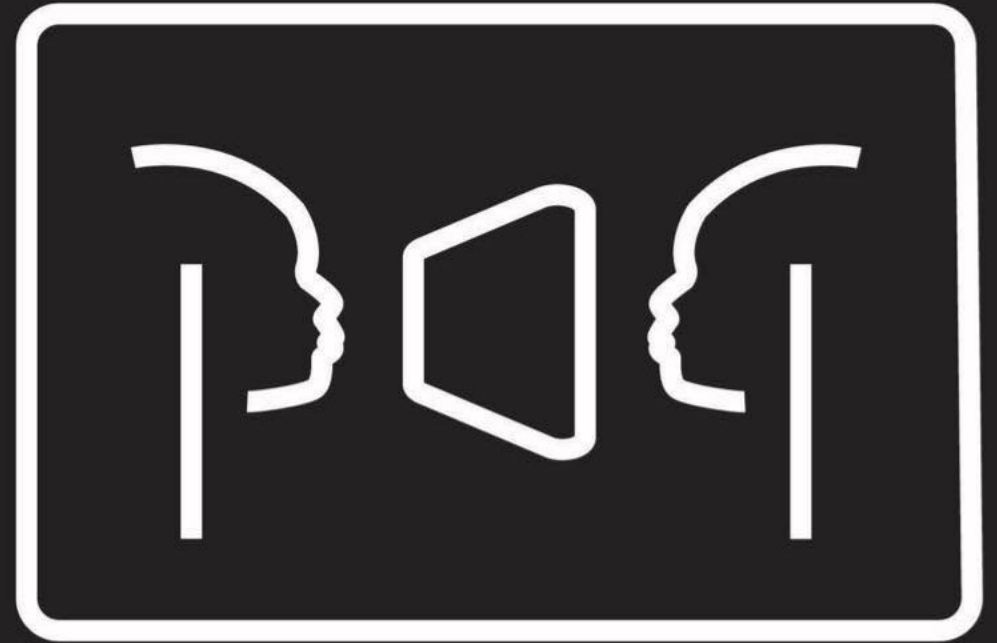
- Nonprofit organization that equips people to achieve skilled trade, green careers to create economic opportunity and equity.
- Organization's values align with our core values and core purpose.
- Build trust through listening to their needs and delivering customized presentations.
- Partnership is mutually beneficial—students receive financial education, we live out our purpose and attract new members.
- We donated \$30,000 to their organization to buy equipment that enhances students' job skills.



Power of Perception

Eau Claire, WI

- P.O.P is a mentorship group for African American and bi-racial youth.
- Royal conducts our signature FUSE us entrepreneur's program with the students.
- In 2021 we developed and launched a financial education program for parents. They attended 5 sessions, and ended with a dinner & \$100 gift card.



POWER of PERCEPTION

Ready to Rent

Eau Claire, WI

- Pilot program for individuals who are homeless or are at a high risk of becoming homeless
- Built a unique curriculum focused on budgeting, spending habits, planning for security deposits & moving costs, credit, and a focus on how to maintain good relationships with your landlord and other companies if you are in the situation where your payment could be late.
- Other community organizations involved are the health department, Eau Claire Police Department, local landlord's, Eau Claire Fire Department

