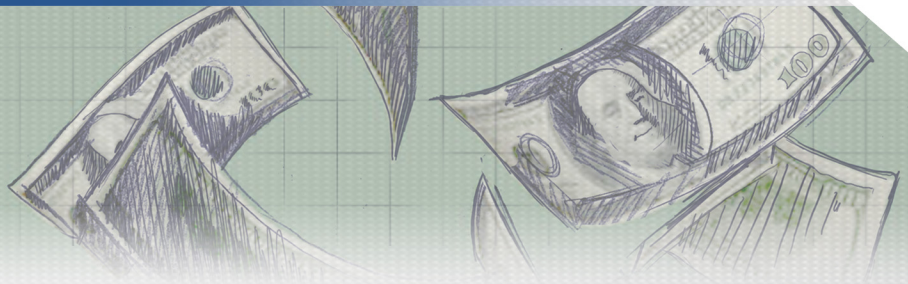


Financial Education



Overview

Being financially literate is a cornerstone of personal growth and happiness, and Financial Education is a passion of ours. We've published, presented, surveyed, and distributed financial literacy content to nearly every conceivable audience: from minority homeowners to small business owners, from K-12 classrooms to incoming college freshmen. Our work has even played a big part in moving one state to require financial education in its public schools.

Case Briefs

Citi Cards:

Credit-ED Challenge: Helping College Students Establish Good Credit

Citi Cards decided to help incoming college freshmen understand the basics of credit and to help them manage the deluge of credit card promos. Topics Education conceived of a long-term, turnkey solution, a free curriculum-in-a-box program called the Credit-ED Challenge, delivered by Resident Advisors and Hall Counselors as part of Freshman orientation. With a facilitator's guide, an activity book, and a DVD, the program is easy to implement and has been very popular on college campuses, with over 800 campuses in the program.

Countrywide:

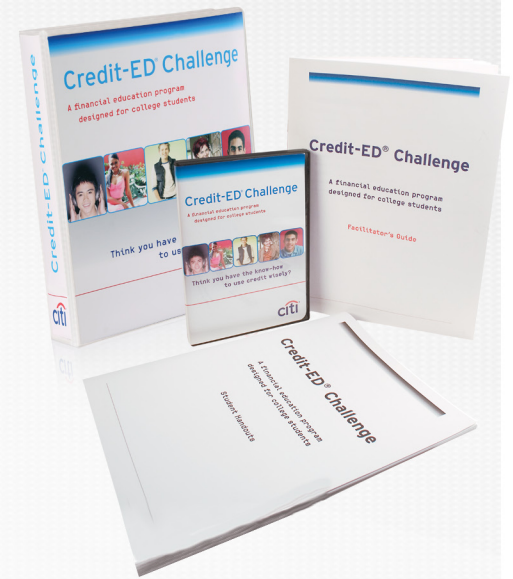
Empowering Responsible Homeownership

Wanting to empower consumers with the tools to make responsible homeownership decisions, Countrywide asked Topics Education to design an engaging and accessible program that would stand out among the existing mortgage education resources. Our team designed a self-guided, modular curriculum and developed an interactive website. Offered in English and Spanish, the H.O.M.E. program offers homebuyers a convenient and comprehensive way to become educated consumers and realize the dream of homeownership.

North Carolina Department of the State Treasurer:

Providing Proof for Financial Education Need in Public Schools

The NC Department of the State Treasurer was determined to make financial education requirements part of the public school curriculum. Needing to energize legislative stakeholders around the issue by illustrating the need for financial education, we developed and implemented a survey to gauge the financial knowledge of a random stratified sample of 7th graders across the state. The survey results confirmed deficiencies in personal financial knowledge, skills, and behavior. We analyzed the results and presented a report of our findings for distribution to NC lawmakers, who appropriated the necessary funding to integrate financial education into the state curriculum.



"Topics Education brought together seamlessly the elements to make Citigroup's curriculum possible: expertise in research and development, creativity, organization, and execution."

Executive Director, Citigroup's Office of Financial Education



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