

Consumer Economics and Financial Literacy

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Consumer Economics and Financial Literacy

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
607	Consumer Economics	48%	48%	0%	0%
801	Individual and Family Resource Management	35%	35%	0%	0%
802	Human Development and Family Well-Being	10%	10%	0%	0%
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures	7%	7%	0%	0%
Total		100%	100%	0%	0%

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	1.0	1.1	0.0	0.0
Actual	2.0	1.1	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 165357	1890 Extension 251202	Hatch 0	Evans-Allen 0
1862 Matching 165357	1890 Matching 251202	1862 Matching 0	1890 Matching 0
1862 All Other 0	1890 All Other 0	1862 All Other 0	1890 All Other 0

V(D). Planned Program (Activity)

1. Brief description of the Activity

In this program, UGA specialists disseminated personal financial literacy fact sheets, provided personal financial management education classes to agents and select clientele, and provided information that was disseminated by agents to media outlets.

In collaboration with our extension partners and stakeholders, FVSU faculty developed a long range plan for early intervention in financial, literacy and consumer education in targeted areas throughout the state of Georgia.

Monthly training of trainers in financial literacy and consumer education were conducted. Resources and materials from like-minded consumer advocacy organizations were disseminated as appropriate. The program targeted consumer advocacy organizations and form partnerships with approximately fifty (50) additional collaborators for program goal enhancement, program funding and coalition.

2. Brief description of the target audience

Specialists directed efforts primarily to county agents. As a result, agents were able to reach youth, parents, senior citizens and others.

The targeted audiences of the FVSU faculty were all Georgians and residents in surrounding areas with emphasis on all limited resource and low income families and individuals.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	750	3000	200	500
2007	821	37673	430	1487

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 0

2007: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	3	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Number of educational contact hours generated from formal educational programs presented to county extension agents by state faculty directly associated with this planned program.

Year	Target	Actual
2007	130	651

Output #2

Output Measure

Number of educational contact hours generated from formal educational programs presented directly to clientele by state faculty directly associated with this planned program.

Year	Target	Actual
2007	66	3

Output #3

Output Measure

Number of significant publications including referred journals articles, bulletins and extension publications.

Year	Target	Actual
2007	7	11

V(G). State Defined Outcomes

O No.	Outcome Name
1	Percentage of program participants reporting an increase in skills proficiency in financial management and consumer education.
2	Percentage of program participants reporting behavioral changes in financial literacy skills, knowledge and aptitude.
3	Number of additional direct extension contacts made by volunteers, staff, or county agents not receiving federal funds as a direct outcome of the work of federally funded faculty associated with this planned program.
4	Number of invited presentations by faculty as a direct result of the success of this program.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Economy

Public Policy changes

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

Before-After (before and after program)

Case Study

Evaluation Results

Key Items of Evaluation