

V(A). Planned Program (Summary)

Program # 24

1. Name of the Planned Program

Personal Financial Management

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	40%			
801	Individual and Family Resource Management	60%			
	Total	100%			

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	6.3	0.0	0.0	0.0
Actual	5.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
190441	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
170500	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

University of Missouri campus and regional specialist will: Work in partnership to identify audience needs; Develop appropriate curriculum and program strategies; and Evaluate the impact of the educational experiences. Delivery strategies will include: Workshops; One-on-one coaching sessions; Training for

professionals and eldercare providers; Written materials; Educational packets; Newsletters; Newspaper articles; Radio and television spots; and Web-based informational tools.

2. Brief description of the target audience

General population, general adult population, low income families, unbanked consumers, consumers going through bankruptcy, youth from pre-school through high school, college students, young couples, divorcing couples, women, older individuals and the elderly (55 and beyond), and family agencies.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	3000	5000	500	500
Actual	8950	4895	1988	304

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

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	1	0	
Actual	1	0	1

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of workshops, multi-session programs, fairs and conferences.

Year	Target	Actual
2010	150	517

Output #2

Output Measure

- Number of media events.

Year	Target	Actual
2010	20	30

Output #3

Output Measure

- Number of unique website visits.

Year	Target	Actual
2010	250000	300827

Output #4

Output Measure

- Number of participant contacts.

Year	Target	Actual
2010	1500	13845

Output #5

Output Measure

- Number of guide sheets distributed.

Year	Target	Actual
2010	1000	7584

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of participants who increased knowledge of debt management.
2	Number of participants who increased knowledge of the benefits of saving on a regular basis.
3	Number of participants who increased knowledge of basic personal financial management.
4	Number of participants who have reduced their debt.
5	Number of participants who began saving on a regular basis.
6	Number of participants who increased the amount of money they save regularly.
7	Number of participants who have established financial goals to guide financial decisions.
8	Number of participants who check their credit report.
9	Number of participants who understand their rights under the Fair Credit Reporting Act.

Outcome #1

1. Outcome Measures

Number of participants who increased knowledge of debt management.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	79

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Seventy-nine percent (79%) of program participants report an increased knowledge of how to manage their debt.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #2

1. Outcome Measures

Number of participants who increased knowledge of the benefits of saving on a regular basis.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	91

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Ninety-one percent (79%) of program participants report having increased their knowledge of the benefits of saving on a regular basis.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #3

1. Outcome Measures

Number of participants who increased knowledge of basic personal financial management.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	85

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Eighty-five percent (85%) of program participants report an increased knowledge of basic personal financial management.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #4

1. Outcome Measures

Number of participants who have reduced their debt.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	40

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Forty percent (40%) of program participants report reducing their debt as a result of attending this program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #5

1. Outcome Measures

Number of participants who began saving on a regular basis.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	37

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Thirty-seven percent (37%) of program participants have begun to save on a regular basis following participation in an educational program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #6

1. Outcome Measures

Number of participants who increased the amount of money they save regularly.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	31

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Thirty-one percent (31%) of program participants have increased the amount of money they save on a regular basis following the educational program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #7

1. Outcome Measures

Number of participants who have established financial goals to guide financial decisions.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	83

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Eighty-three percent (83%) of program participants have written financial goals that will guide their future financial decisions.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #8

1. Outcome Measures

Number of participants who check their credit report.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	16

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Sixteen percent (16%) of program participants have checked their credit report as a result of their participation in the educational program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #9

1. Outcome Measures

Number of participants who understand their rights under the Fair Credit Reporting Act.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	40	67

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

MU Extension provides the general public, special target groups, youth, older citizens, and agency personnel with basic, unbiased personal finance information. With research-based curricula, we educate consumers to meet financial education requirements for bankruptcy discharge, financial literacy, home buying strategies, estate planning and retirement asset distribution strategies.

What has been done

Personal Financial Management is delivered through curricula that target low income families, family agencies, the general adult population, college students, women, unbanked consumers, consumers going through bankruptcy, young couples, divorcing couples, youth from pre-school through high school, and the elderly. This program area will also address consumer issues such as fraud and identity theft, credit reports, predatory lending and basic consumer decision making skills.

Results

Sixty-seven percent (67%) of program participants have a better understanding of their rights under the Fair Credit Reporting Act as a result of attending an educational program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Limited intermediate and long-term evaluations have been conducted, therefore, not providing an accurate reflection of the number of program participants who have begun to save and reduce their personal debt over a longer period of time.

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

1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)

Evaluation Results

Key Items of Evaluation

Forty percent (40%) of program participants report reducing their debt as a result of attending this program.

Thirty-seven percent (37%) of program participants have begun to save on a regular basis following participation in an educational program. In addition, thirty-one percent (31%) of program participants have increased the amount of money they save on a regular basis.