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For Immediate Release

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Online Personal Finance Course Makes the Grade
Student Enrollment in MoneySKILL Jumps by 36% in Past Academic Year

WASHINGTON, April 6, 2010...When it comes to teaching personal finance, the key to offering it is to go where most students gravitate – the Internet.

That's been the experience of the American Financial Services Association Education Foundation (AFSAEF), whose Internet-based curriculum – MoneySKILL® – has grown to 189,000 enrolled students since its launch in March 2004. As AFSAEF joins others in observing Financial Literacy Month in April, it takes pride in the fact that MoneySKILL's enrollments now come from nearly every state, the District of Columbia, and foreign countries such as Canada and Guatemala. In the 2009-2010 academic school year alone, student participation in the course rose by 36%.

“From what we've seen, both students and teachers have responded positively to a teaching method that's in sync with the way people get their information these days,” said Susie Irvine, AFSAEF's president and chief executive officer.

With MoneySKILL, students log onto www.moneyskill.org to access each of the course's 34 modules. Through written text and audio narration, participants learn about income, expenses, saving, credit and insurance. Frequent quizzes test their grasp of the concepts while a life simulation model gets them thinking about future goals. An electronic grade book records each student's module test scores and course grade.

Primarily used in high schools, MoneySKILL has expanded its reach to colleges. The University of Southern Indiana's College of Business, for example, began offering MoneySKILL as a one-credit hour finance course during the spring 2010 semester.

MoneySKILL's expansion won't stop there. Teachers from the Charter School for Applied Technologies in Buffalo, N.Y. are developing a middle school version of the course, which will be ready to pilot in August 2010.

“Given the world we live in, the need to teach money management fundamentals is stronger than ever,” said Irvine. “And it needs to begin sooner, rather than later.”

Based in Washington, DC, AFSAEF's (www.afsaef.org) mission is to help consumers realize the benefits of responsible money management, understand the credit process and seek help if credit problems occur. It is affiliated with the American Financial Services Association (www.afsaonline.org), the national trade association for the consumer credit industry, protecting access to credit and consumer choice.

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