



FINANCIAL AVENUE Case Study: University of Dayton



How can schools effectively use financial education to engage students? What best practices are being used around the country to “think outside the box”? How can I use Financial Avenue to improve my students’ financial capability? Read on to see how the University of Dayton has linked Financial Avenue to a hot topic amongst students: campus housing.

At the University of Dayton, campus housing is prized.

Approximately 90 percent of undergrads live on campus. Campus living is required for the first two years, yet many upperclassmen choose to stay, vying for a space in “the neighborhood” — an area adjacent to campus with university-owned housing that includes houses and apartments.

An innovative program gives preference to students who earn **PATH** points by participating in campus engagement opportunities.

Short for Points Accumulated Towards Housing, the points give students who participate an advantage in the housing assignment process, says Beth Combs, Assistant Director of Flyer Student Services.

The more points you get, the better the selection of housing.

The Financial Avenue Incentive

The school decided to add Financial Avenue to the program as a way for students — freshmen through upperclassmen — to earn points and also learn some important life skills.

Students earn one PATH point for each course completed, with the potential to earn 10 points if they complete all of the courses. The flexibility of stand-alone courses within Financial Avenue gives participants the option to complete any number of the 10 courses in any order they choose.

The Challenge

As with any subject, financial education efficacy increases with exposure. But without a required course, it’s hard enough to get students to engage with this topic even once, let alone on a continual basis throughout their time in college.

The Solution

Find what motivates your students, and tie it to financial education! Financial Avenue, with its scalability and 24-7 access, provided the ideal platform for UD students to earn housing points while also increasing their financial capability — a win-win! And don’t be afraid to revisit financial education concepts year over year. It helps reinforce key concepts, while new perspectives born of growth and experience can enhance the learning process.

Since the majority of students are completing all available courses, UD regularly resets the program for all registered users to allow them to take the course again.

Says Combs, “We allow students to participate in Financial Avenue each year because we recognize that repeating information and practicing to retain in long-term memory is necessary. By completing the modules every year as they are experiencing new things and gaining confidence, they are able to see the information from a new perspective, which contributes to their learning and development.”

Taking a Holistic Approach

UD’s Flyers Finances program takes a holistic approach to providing financial education intervention through multiple channels, at various times that will impact student decision making.

By partnering with Inceptia, they have found the tools they need to round out and strengthen their own programming through these offerings:

- Financial Avenue offers general information covering a variety of personal finance topics
- Loan Summary bridges the gap between entrance and exit counseling to help students better understand the connection between current borrowing and future outcomes
- Grace Counseling Outreach assists students during the critical grace period, educating them on repayment and their options
- One-on-one financial education meetings with counselors to review budgeting, credit, and student loans

Talk to Us

To learn more about how Financial Avenue can support your financial wellness initiatives, request your demo today at financialavenue.org/request-demo.

Questions or comments?

Let us know at talktous@inceptia.org.

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The modules, in partnership with other financial education activities and programs, are helping students understand the financial commitment to pursuing their education, as well as preparing them for life after graduation.”

Beth Combs
Assistant Director of
Flyer Student Services

About University of Dayton

The University of Dayton is an American private Roman Catholic national research university in Ohio’s sixth-largest city, Dayton. It offers more than 80 undergraduate and 50 graduate and doctoral programs.

Enrollment: 10,899 undergraduate, graduate, and law students

Alumni: 118,000+ living alumni worldwide

www.udayton.edu

We un-complicate financial aid.

Inceptia is a nonprofit organization committed to innovative, effective, and uncomplicated solutions for financial aid management, smart borrowing, default prevention, and financial education.