

SFEPD'S Financial Education Powers Economic Mobility for College Students

Study finds strong evidence of SFEPD's positive impact on campus

The Society for Financial Education & Professional Development (SFEPD) partners with colleges and universities—particularly Historically Black Colleges and Universities (HBCUs)—to provide both financial education and professional development. A new study from independent research firm ICF shows SFEPD's financial education equips college students with the tools they need to thrive in today's economy. SFEPD participants outperformed their peers on multiple measures of financial knowledge, behavior, confidence, and well-being.

Results were strongest for Student Ambassadors, who participate in structured onboarding, online coursework, and ongoing training while teaching peers and individuals in nearby communities. Participants in individual workshops and events also achieved positive outcomes. These findings show how culturally relevant, peer-driven financial education drives economic mobility for these students.

SFEPD helps college students build wealth-building habits

SFEPD teaches students practical knowledge and skills they can put to immediate use as they begin their independent adult lives. **Compared to their peers, SFEPD Student Ambassadors are more than:**

- 7x** more likely to **make student loan payments on time**
- 5x** more likely to have **good or very good credit**
- 5x** more likely to **maintain an emergency fund** for unexpected expenses

Other SFEPD Learners are more than:

- 2x** more likely to feel confident in their ability to **achieve their financial goals**
- 2x** more likely to **make student loan payments on time**

Reach of SFEPD



Over **600,000** college students reached



90 colleges and universities reached since 1998



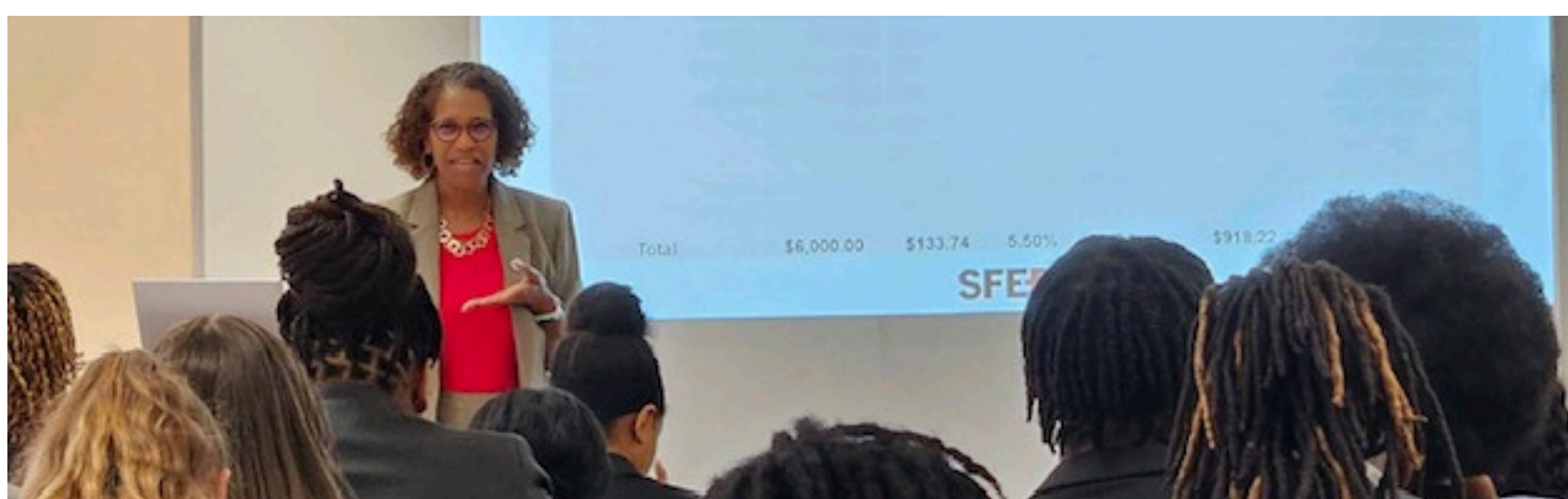
Active at **46** Historically Black Universities and Colleges (HBCUs)



38 HBCU students have passed the Securities Industry Essentials Exam with our help in the past 2 years



4,500+ individuals earned our Financial Literacy Certificate since its launch in fall 2024



SFEPD Shows Extensive Benefits of Financial Education

SFEPD empowers students to successfully manage their finances

— **92%** —

of Student Ambassadors reported feeling **confident** in their ability to achieve their financial goals.

Percentage of respondents who were “very” or “somewhat” confident in their ability to achieve their financial goals



“
I realized personal finance is not as difficult and not as scary as I thought it was. Before, it seemed like something for future me to do, but now I realize that starting early is more important and it’s not as difficult as I assumed.
SFEPD Student Ambassador



SFEPD has a far-reaching impact

The impact of SFEPD extends far beyond the Student Ambassador Program. Student Ambassadors are encouraged to share what they have learned with their family, peers, and others in their network.

84% of Student Ambassadors share what they learn from SFEPD with their **families**

83% of Student Ambassadors share what they learn with their **friends**

83% of Student Ambassadors share what they learn with **others in their network**

“
SFEPD has made me realize that a lot of people in our communities are not familiar with these topics. I want to put my best foot forward to ensure that the knowledge I’m receiving, I’m also teaching to other people, not only on my campus, but at my home, my communities, and my neighborhood.
SFEPD Student Ambassador

About the study

The evaluation used a questionnaire based on the newly released State-by-State and Investor Surveys of the 2024 National Financial Capability Study (NFCS), conducted by the FINRA Investor Education Foundation. Nearly 500 current and former SFEPD learners participated in the study. ICF used statistical techniques like regression analysis to compare SFEPD participants to a group of NFCS respondents of similar backgrounds. More information and the full evaluation report is available at:

sfepd.org/ResultsThatMatter