



**IowaCollegeAid.gov**  
Your Financial Aid Connection

**FOR IMMEDIATE RELEASE**

## **NEWS RELEASE**

Contact: Heather Doe  
515-725-3417  
515-229-6377 cell  
[heather.doe@iowa.gov](mailto:heather.doe@iowa.gov)

### **Iowa College Aid Launches New Online Tool to Help College Students Tackle Student Loan Debt** *Iowa College Aid partnering with EverFi, Inc. to bring innovative program to Iowa*

**Des Moines, IA, September 19, 2011** –Today, Lt. Governor Kim Reynolds and the Iowa College Student Aid Commission (Iowa College Aid) announced the launch of Buttonwood™, a web-based personal finance and student loan management platform for college students. At a time when Iowa’s college students graduate with some of the highest student loan debt in the nation, Buttonwood™ will help them build the skills necessary to make responsible financial and student loan decisions that lead to finishing their degree and securing gainful employment. The program, accessible through [www.IHaveAPlanIowa.gov](http://www.IHaveAPlanIowa.gov), is free to Iowa postsecondary institutions and students through a partnership between Iowa College Aid and EverFi, Inc.

“In today’s economic climate, it is essential that our college students learn how to make wise financial decisions,” says Karen Misjak, executive director of Iowa College Aid. “The choices students make while in college have a lasting impact on their financial future. Our goal is to ensure Iowa’s students have the financial knowledge necessary to make the right choices and set themselves up for success after graduation. We have numerous Iowa colleges and universities excited to integrate Buttonwood™ on their campuses.”

Buttonwood™ addresses over 600 key financial literacy concepts, contained in seven modules, with a focus on financial aid and loan default prevention. The Buttonwood™ platform includes a compressed and sophisticated new media presentation of key financial concepts, complemented by an interactive, highly-customized simulation that is personalized for each user, allowing them to make financial decisions which directly reflect their real-life situations. Variables, such as enrollment status, marital status, location, debt level and more are taken into consideration by the system when adapting the user’s experience. While Iowa College Aid is sponsoring Buttonwood™ for Iowa’s colleges, each college can implement the program on their campus in the way that best suits their student population.

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“We are thrilled to be chosen by the Iowa College Student Aid Commission to bring financial literacy to Iowa’s college students. Financial issues have an enormous impact on college success rates,” said EverFi CEO Tom Davidson. “Buttonwood™ is designed to help students understand their financial decisions and obligations and then make educated decisions about money matters. We think that this program can change the financial future of students across Iowa.”

For more information about Buttonwood™, or to learn how Iowa College Aid is helping Iowa families plan, prepare and pay for college, contact Iowa College Aid’s Information Service Center at 877-272-4456 or visit the website, [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov).

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***About the Iowa College Student Aid Commission***

*Iowa College Aid provides college access, financial literacy, and outreach services to Iowa’s students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling nearly \$60.0 million annually, administers the Federal Family Education Loan Program (FFELP) program, provides borrowers with assistance to avoid the serious consequences of default, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education’s College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEAR UP Grant, a multi-year state-wide grant which is being used to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov).*

***About EverFi, Inc.***

*EverFi is the leading education technology platform company to teach, assess, and certify students in critical skills. EverFi’s education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Substance Abuse and Sexual Assault Awareness, and additional areas to be announced in 2011. The company is already powering a national movement in 50 states and over 3000 K-12 schools and higher education institutions. We enable students to learn using the latest technology, including rich media, high-definition video, simulation, and avatars. The Iowa College Student Aid Commission selected EverFi, Inc. through a competitive bid selection process. Learn more at [www.everfi.com](http://www.everfi.com).*