



**IowaCollegeAid.gov**  
Your Financial Aid Connection

## PRESS CONFERENCE ANNOUNCEMENT

**FOR IMMEDIATE RELEASE**

February 7, 2011

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### **Governor Branstad to Announce Launch of Statewide Financial Literacy Program** *Iowa Financial Literacy Program will help high school students develop smart money habits*

Governor Branstad will announce the launch of a new, statewide initiative to bring financial education to every high school in Iowa at a press conference on Wednesday, February 9, 2011. The Iowa Financial Literacy Program is administered by the Iowa College Student Aid Commission (Iowa College Aid) and will be available free of charge to Iowa high schools through financial support from Iowa College Aid, the Iowa Bankers Association and local banks and organizations interested in promoting financial literacy education in their communities.

**EVENT:** Iowa Financial Literacy Program Launch Press Conference

**LOCATION:** Iowa Capital Building – 1007 East Grand Avenue  
1<sup>st</sup> Floor Rotunda, East Wing

**WHEN:** Wednesday, February 9, 2011

**TIME:** 9:45 a.m. to 10:30 a.m.

**SPONSOR:** Iowa College Student Aid Commission

**SPEAKERS:** Governor Terry Branstad  
Janet Adams, Chair, Iowa College Student Aid Commission  
Jason Glass, Director, Iowa Department of Education  
Tom Davidson, Chief Executive Officer, EverFi, Inc.  
John Sorensen, President and Chief Executive Officer, Iowa Bankers Association

*Lt. Governor Reynolds is scheduled to attend. Representatives from the Iowa College Student Aid Commission will be available at the end of the press conference to answer questions.*

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## **The Facts**

- The vision articulated by the Iowa Core Curriculum 21<sup>st</sup> Century Skills Committee states “Each student in Iowa’s schools will learn financial literacy concepts, enabling them to succeed in a complex global environment.”
- The Iowa Core, which was signed into law on May 1, 2008, requires that all students leave high school prepared to succeed in the complex 21<sup>st</sup> century. Essential concepts and skill sets include employability skills, financial literacy, health literacy, and technology literacy.
- The Iowa Core must be fully implemented in Iowa high schools by July 1, 2012, and in kindergarten through eighth grade by 2014-2015.
- The Iowa Financial Literacy Program will be available through the statewide community web portal, I Have A Plan Iowa™.
- I Have A Plan Iowa™ is a free resource which allows Iowans of all ages to investigate career opportunities, explore education options, learn how to use education to meet career goals, and find employment opportunities in Iowa.
- As the state-designated career planning system, I Have A Plan Iowa™ helps Iowa schools meet Iowa Code Section 279.61 which requires all Iowa students to create career plans in eighth grade as well as complete required components of the state-designated career planning system in grades 8-12.
- The online financial literacy, developed by EverFi, Inc., was selected through a competitive bid process.

For more information on the financial literacy program, please contact Iowa College Aid at 877-272-4456 or visit Iowa College Aid’s website at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov) and select “About the Iowa Financial Literacy Program”.

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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 utilized 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 provides the leading education media platform to teach students the core concepts of financial literacy, student loan management, health and nutrition and other key life skills. Through its proprietary technology platform, the company is powering a national movement that enables foundations, corporations, school districts and universities to launch community-based programs in a variety of off-curriculum subjects. Currently in over 2,000 schools across 49 states, EverFi’s award-winning platform is designed to provide an exciting and engaging experience for students. The program features the latest in new media, including 3D simulations, messaging tools, animations, high-definition video and adaptive-pathing.*

### ***About the Iowa Bankers Association***

*In its 124-year history, the Iowa Bankers Association (IBA) has dedicated itself to serving Iowa banks and their employees. The Association currently serves more than 95 percent of banks and savings institutions in the state. The IBA serves its members by providing legislative advocacy, training, regulatory compliance services, and financial education initiatives designed to enhance the ability of banks to serve their communities. Learn more at [www.iowabankers.com](http://www.iowabankers.com).*