

ARE YOU CREDIT WISE?

Tips and Information on How to Bring *Are You Credit Wise?* to Your College Campus

Are You Credit Wise? is a national on-campus financial literacy program for college students. The program was created to provide college students with vital money management information - including budgeting, bill payment, responsible use of payment cards and building a credit history.

The *Are You Credit Wise?* program materials are designed to provide college administrators and students with the materials they need to easily understand key financial concepts. Materials, available for download at www.areyoucreditwise.com, include the *Are You Credit Wise?* PowerPoint presentation and script, program posters and participant evaluations.

The following are tips on how to host a successful *Are You Credit Wise?* presentation.

Preparing for your workshop:

To have a successful workshop you must create an organized plan in advance. Here are some simple steps to get you started:

1. Contact college campus leaders, student organizations, and professors to help you brainstorm venues, ways of capturing an audience, and how to establish partnerships for your event.
2. Create a projects timeline that includes all events you plan to hold over the course of your *Are You Credit Wise?* internship program.
3. Determine the level of advanced planning and preparation required for each event and record this information in the form of a task list. Remember to include the steps you need in preparation for each event.
4. Study your *Are You Credit Wise?* materials and make sure you feel confident that you will be able to correctly answer any questions that the audience may pose after your presentation.

Promoting your workshop:

Remember to combine your resources when promoting your workshop. Below are ideas for successfully promoting your event:

1. Be ambitious! Invite key professors or administrators, as their presence at your event will help increase legitimacy.
2. Use the downloadable flyers and posters available to you from www.areyoucreditwise.com, and hang them in highly populated areas of your campus. Keep in mind that most universities require all flyers to be validated, so take necessary steps to be sure that your materials are placed in permitted locations.
3. Notify the Dean of School Activities to see if your event could be placed on the campus calendar.
4. Make announcements in class, create a catch phrase, be enthusiastic when promoting your event.

Hosting your workshop:

Once you have studied your materials, determined a venue and promoted your event - it is the moment you've been waiting for - hosting your own *Are You Credit Wise?* workshop. Follow these guidelines to make sure your workshop runs smoothly.

1. Make sure you arrive early enough to your venue so that you have plenty of time to set up chairs, arrange refreshments, and organize door prizes. Be sure that all audio-visual equipment is working properly, and have back up handouts of your presentation in the event it is not.
2. Capture your audience. Try starting the presentation with an interesting fact or statistic. This will help you get their full attention for the rest of your presentation
3. Be organized and rehearsed. Make sure you know your presentation well enough that it is effective in conveying your message to the audience. Practice the presentation with your PowerPoint so you know exactly when to change slides, or have a friend assist you.
4. Gauge your audience. If your audience seems lost or confused, try speaking more slowly. If your audience is nodding and showing signs of understanding, continue as you are. Remember to use hand gestures and facial expressions to keep the presentation interesting.

Workshop Follow-ups:

Following up with your audience can provide you with invaluable information on their opinions of the *Are You Credit Wise?* materials, your presentation, and what they enjoyed about the workshop. Keep these ideas in mind when following up with your audience:

1. Be sure to give your audience contact information so they may reach you if they have any further questions about the program.
2. Consider asking students, campus leaders, and professors their views on the information provided in *Are You Credit Wise?*.
3. Ask workshop participants to complete the evaluation forms so that you gauge the effectiveness of your presentation and refine your presentation for the next workshop.
4. Share your success with the *Are You Credit Wise?* program managers by sending pictures from your event to areyoucreditwise@mastercard.com.