

Money Management Week – Rachel Cruze Presentation

Brief description of program:

The Personal Money Management Center held its first Money Management Week February 27th through March 2nd. Our keynote presentation for the Week was Rachel Cruze who is the daughter of money guru Dave Ramsey. It was attended by students, faculty, staff, and community members. The central purpose of this week was to get students to focus on their personal money management issues and how it relates to their college life and soon-to-be career life.

Administration Type: At this event, students were asked to present their student ID to be scanned. This information was then utilized to pull demographic information from PeopleSoft.

How many people attended the event? 82

How many student cards were scanned? 34

Summary of Key Findings:

Because this event was open to students, faculty, staff, and community members, there was a sign-in sheet for anyone who did not have their uCard. Twenty of the attendees were community members, 34 students swiped their cards and the rest either didn't have a card or did not use it. Of those 34 students, all were juniors, seniors, or graduate students.

Actions Taken:

The sign-in sheet and the data from the uCard scanning provided basic information about who attended this presentation. It will provide information for future marketing and planning decisions as the PMMC considers to whom we target events and ways to increase student participation.

Which department and/or program goals does this survey align with?

The Personal Money Management Center:

1. Promote practical life skills to assist students in becoming financially sound.
2. Provide a variety of resources that will effectively meet student's needs both in prevention as well as help for those in financial trouble.
3. Increase awareness of the PMMC.

Which Student Affairs goals does this program align with?

1. a. Promote physical, spiritual and psychological health and wellness, collaborating across campus with multiple organizations.
5. a. Develop formal and informal reciprocal partnerships with campus and community constituents, providing on-going events and engagement opportunities that bridge the University community with the greater Salt Lake community.