

IMPACTS

IN FAMILY AND CONSUMER SCIENCES



PERSONAL FINANCE EDUCATION - SOUTH DAKOTA

Impact of Personal Finance Education in South Dakota

According to the FINRA Investor Education Foundation 2021 National Financial Capability Study, 50% of South Dakotans reported lacking an emergency savings fund to cover 3 months of expenses and 55% reported feeling anxious when thinking about their finances. Individuals without emergency savings lack a buffer against unexpected expenses. Many turn to credit cards to meet the gap between income and expenses. In a study conducted by the National Endowment for Financial Education (NEFE), 75% of surveyed adults reported budgeting and spending is the most important financial education topic to teach, followed by managing credit (55%), saving (49%), and earning income (47%).

To meet the personal finance educational needs of South Dakotans, programs were conducted in-person and virtually by the Family Resource Management Field Specialist. Attending in-person programs were 23 undergraduate college students, 9 individuals who are utilizing resources from Interlakes Community Action, 33 women in the agricultural industry, and 29 Native American college students. Over 175 youth attended a personal finance class in person, 23 attended a webinar. Over 150 community members not associated with a specific group attended virtual webinars; 75 individuals attended Financial Fireside Chats, a 6-week webinar series. Three articles were published in the SDSU Collegian online newspaper reaching an estimated 300 individuals. Six articles were published in the Food Cents newsletter with an estimate of 3776 individuals reached.

The program aims to enhance understanding of positive financial management and consumer economic practices, and to encourage the adoption of one or more effective related practices. Adult participants who completed the program survey responded that they were confident in their knowledge of budgeting, setting goals, managing debt, increasing income, decreasing expenses and prioritizing bill payments. That same group reported they planned to implement a practice they learned from the program. Youth aimed to implement a financial practice. Youth gained financial confidence after attending the program.

Low to moderate income individuals are the primary target for personal finance programs. Based on results of the FINA Financial Capability study, all South Dakotans would benefit from personal finance education. Program participants commented that learning about budgeting and understanding borrowing was valuable. A youth program participant commented "by taking one thing out of your regular purchases, you can save a lot of money in just one year". One adult participant commented that "prioritizing and making visual lists helped me see and realize what is most important".

When South Dakotans increase their financial knowledge and implement behaviors that positively impact their financial management, the rate of savings increase, bankruptcy rates and consumer debt decrease, and financial wellbeing is improved. This has a positive impact in communities because the community tax base will better support schools and state programs, and the over-all wellbeing of individuals will be enhanced.

4,593

Over 4,593 individuals have benefited from personal finance education programs across South Dakota this year.

In Person Programs

- 23 undergraduate college students
- 9 individuals using Interlakes Community Action resources
- 33 women in the agricultural industry
- 29 Native American college students
- Over 175 youth participated in personal finance classes

Personal finance education empowers individuals to make informed decisions and improve their financial literacy skills significantly.

150

Community members attended virtual webinars.

75

Individuals attended Financial Fireside Chat Webinars.

3776

People reached through the Food Cents Newsletter.

The data indicates that personal finance education is making a significant impact, equipping individuals with essential skills for financial success and improving community awareness.

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