



RAISE Texas
Building Financial Success

RAISE Texas Webinar

“The Exciting Role of Financial Coaching in Texas Now and in the Future”

Monday, March 25, 2013

Hosted by the Federal Reserve Bank of Dallas



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RAISE Texas

- Statewide network of non-profit organizations, for-profit corporations, and public institutions that provide proven asset-building tools and assistance to Texas families.
- We support community organizations throughout Texas that offer asset-building and financial empowerment tools that increase the economic security of all Texans.
- We advocate for strong policies at the state, local and federal level to allow all Texans to have equal opportunities to be financially successful, and specifically to remove any barriers to savings and wealth building opportunities.



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Sampling of Network and Strategic Partners

- Federal Reserve Bank of Dallas
- Office of the Texas Attorney General-Child Support Division
- Office of Consumer Credit Commissioner
- Financial Institutions
- For-Profit Corporations
- Statewide Non-Profits
- Local United Ways
- YWCAs
- Catholic Charities
- CDCs
- Housing Finance Corporations
- Social Services Agencies
- Higher Education Institutions



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Financial Coaching in Texas

- RAISE Texas piloted the Child Support for College (CS4C) Initiative.
- The expectation was that the financial coaches would assist the families/individuals fill out applications for the Texas 529 programs.
- Texas Securities Board provided guidance on what financial coaches can and cannot do and the legal ramifications of their actions.
- We found there are no standards for the financial coaching field in Texas.



Sampling of Current Financial Coaching Outcomes

- Between **85-89%** of clients **increase savings, reduce debt**
- On average, coaching clients improve their credit score by **49 points in 6 months**
- **89%** say financial coaching helped resolve or begin resolving financial issues
- **85%** of clients reported feeling more confident about controlling finances
- **98%** of people report an **increase in financial knowledge** after one session



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Follow-Up Actions

- RAISE Texas met with a number of community leaders from around the state to discuss financial coaching.
- At the 2012 RAISE Texas Training and Summit, a workshop on financial coaching was offered to attendees.
- After the summit, RAISE Texas followed up the training with a statewide survey to find out which organizations have financial coaching programs and the details of those programs.



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Financial Coaching Survey

- This survey was designed and administered to increase our knowledge about the financial coaching field in Texas.
- We wanted to know what financial coaching services and activities were already in existence and how we can expand this service statewide.



General Overview of the Field

- We received **78** responses and **52** have a financial coaching program.
- Most programs employ between **1-5 financial coaches** and do not use volunteers.
- **92.3% of programs offer individual coaching**, 36.5% offer couples counseling, and 50% provide group counseling.
- Most financial coaching takes place **in person**.



Financial Coaches

- **Over 73%** of programs surveyed require their coaches to **undergo specific training** before serving as a coach.
- **Over 60%** of the programs **require financial literacy training** for their coaches, including subjects like credit and budget training.
- **Over 61%** of responding organizations **use outside trainers** rather than internal trainers.
- Most training programs require an exam and lead to a certification.



Proposed Statewide Standardization of Training

- **Over 85%** of respondents were **supportive of requiring a standardized training** in Texas.
- **Over 57%** supported **prior certification**.
- **Over 52%** supported **explicit service standards** for financial coaches.
- A minority expressed caution and concerns about the content and flexibility of these standards.



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Ann Lyn Hall is the Executive Director of CNM Connect at Central New Mexico Community College. CNM Connect is a nationally recognized student retention model in community colleges. She is a national leader in financial coaching, asset building, and helping adults improve educational, employment, and financial outcomes.