

Contact: Diana Gonzalez

**REQUEST FOR A NAME CHANGE AT IOWA STATE UNIVERSITY:  
FROM BACHELOR OF SCIENCE PROGRAM IN FAMILY FINANCE, HOUSING, AND  
POLICY TO BACHELOR OF SCIENCE PROGRAM IN  
FINANCIAL COUNSELING AND PLANNING**

**Action Requested:** Consider recommending approval of the request by Iowa State University to change the name of the Bachelor of Science Program in Family Finance, Housing, and Policy to the Bachelor of Science Program in Financial Counseling and Planning in the Department of Human Development and Family Studies in the College of Human Sciences.

**Executive Summary:** The proposed name change will create a clearer focus on the preparation of students for careers in financial counseling and financial planning. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan priority to pursue “educational excellence and impact” and Goal #8 – “Iowa’s public universities and special schools shall be increasingly efficient and effective.”

**Background:**

- ◇ **Description of program.** Family Finance, Housing, and Policy (FFHP) is one of four undergraduate majors in the Department of Human Development and Family Studies. The FFHP curriculum prepares students for professional work related to financial counseling and planning in public, private, and nonprofit organizations to help individuals and families manage their resources either through hands-on services or through public policy. FFHP is a growing career field and appeals to students who want to work with individuals and families to help them meet their financial goals and improve their financial capability to meet financial challenges. Three areas of emphasis offer students opportunities to help them make good financial decisions and manage resources – family financial counseling; family financial planning; and family finance housing studies.

In addition to a department core consisting of human development and family systems courses, FFHP courses in personal and family finances prepare students for careers in family financial services (banks, financial and investment firms, credit union, state and federal governments) or in housing or family policy (real estate firms, non-profit agencies, Extension). A required internship encourages students to apply their studies and to experience the profession in real-world settings. The number of students who have chosen this major has been small; in 2010, there were 25 majors; in Fall 2011, there were 20 majors; and in Fall 2012, there were 25 majors.

Despite the small number of student majors in FFHP, there has been significant interest campus-wide in the subject matter, especially in financial literacy and student debt management. Beginning in Fall 2008, FFHP faculty, in conjunction with the College of Human Sciences and ISU administrators, initiated a campaign to build the financial capability of ISU students. This resulted in a one-credit course on personal finance in early adulthood for all undergraduate students. In 2011 and 2012, course enrollment was 594 and 612, respectively. The program is also tied to the Financial Counseling Clinic which offers free, unbiased financial advice for ISU students.

- ◇ Reason for proposed name change. The proposed name change reflects an attempt to focus on the preparation of students for careers in financial counseling and financial planning. Promotion of the program is intended to meet both the professional competencies needed by family financial planners and counselors as well as those needed in the financial services industry. Program graduates will be ready for either the Accredited Financial Counselor examination or the Certified Financial Planner examination. The U.S. Bureau of Labor Statistics (BLS) reports (2010) that employment of personal financial advisors is projected to grow by 32% in the next 10 years, a rate that is much faster than the average for all occupations. The BLS also reports median pay of \$64,750 per year for financial advisors, nearly twice the average for all other occupations reported.
- ◇ Comparable name at other institutions. The program distinguishes itself from programs in business and places itself within the scope of peer family studies departments. The proposed name is consistent with other universities with Human Sciences based programs: (1) Family financial planning is an undergraduate major at the University of Georgia. (2) Consumer and family financial services is an undergraduate major at Ohio State University. (3) Financial planning is an emphasis in The Great Plains Interactive Distance Education Alliance (GP-IDEA), a partnership of 13 peer public universities participating in Human Sciences Programs. (4) Personal Financial Planning is the department name at Texas Tech University.
- ◇ Consistency with accreditation requirements. Graduates of the program will be prepared to sit for the Accredited Financial Counselor examination and/or the Certified Financial Planner examination. The proposed name fits within the scope of the Association for Financial Counseling and Planning Education and the Certified Financial Planner Board of Standards.
- ◇ Effect on program configuration. Proposed curriculum changes were approved for the 2012-2013 University Catalog. In the new curriculum, students will take a 13-credit core, including courses in personal and family finance, housing finance, and advanced family finance and financial counseling. In addition, students will choose one of three areas of emphasis (18-19 credits) – family financial planning; family financial counseling; and family finance and housing studies. The number of credit hours will not change as a result of the proposed name change. New courses have been added to provide students with content consistent with professional standards and practices in financial counseling and financial planning, including “Personal Finance in Early Adulthood;” “Fundamentals of Financial Planning;” “Family Savings and Investments;” “Estate Planning for Families;” and “Capstone Course in Family Financial Planning.”
- ◇ Effect on students. Current students and those already admitted to the program will have the option of retaining the current program title (Family Finance, Housing, and Policy) or changing to the proposed name (Financial Counseling and Planning). All students admitted after August 2013 will be admitted to the Financial Counseling and Planning Program.
- ◇ Effect on resources. Additional faculty in Human Development and Family Studies (HDFS) with expertise in financial counseling and planning have been added during the past three years. The department does not anticipate any new costs as a result of the proposed name change.

- ◇ Proposed name consistent with College mission. The vision and mission statements of the college and department include attention to family financial wellness, including expanding human potential across the lifespan and providing innovations in health and wellness, education, entrepreneurship, financial wellness, and STEM fields.
- ◇ Date of implementation. The proposed name change will become effective upon approval by the Board of Regents and will be included in the University's General Catalog. The anticipated implementation date is August 2013.