

ABOUT



Mastering personal finance just got easier with Financial Avenue and the Knowl

Inceptia's online financial education program, Financial Avenue, mentors students on the basics of personal finance while talking to them on their level. Based on the U.S. Department of the Treasury's Financial Literacy and Education Commission's financial education core competencies, this program provides relevant financial education information to students in a format that inspires action. Plus, we worked directly with students and millennial experts to develop a new student-facing approach to sharing our financial education that suits a diverse student demographic, speaking well to Millennial and Generation Z students as well as addressing the needs of adult learners.

Throughout the Financial Avenue experience, students will identify their personal money philosophy, gain knowledge of key personal finance concepts from budgeting to investing, and come away from each course with a customized action plan to translate concepts into behaviors. Students will also strengthen their understanding of topics specific to student borrowers like FAFSA, the financial aid process and student loan management and repayment. Plus, students receive a customized educational experience that adapts to their interaction within the courses. The end result – information that is tailored toward where they're at in life.

For administrators, we make tracking student progress easy by providing access to detailed, real-time reporting and pre- and post-course assessment results. We also include an Educator Toolkit including PowerPoints, lesson plans, and activities to help integrate Financial Avenue into existing curriculum. Educators may also download marketing materials including brochures, flyers, social media content and email/article templates to strengthen student communications.

Inceptia, a division of National Student Loan Program (NSLP), is a nonprofit organization providing expertise in higher education access, student loan repayment, default prevention, financial education and verification. Inceptia educates students on how to pay for college, guides borrowers through loan repayment counseling, and provides default prevention strategies and services to schools.



