



VALUING PEOPLE. VALUING MONEY.  
MANAGING IN TOUGH TIMES INITIATIVE

# FAMILY FINANCIAL MANAGEMENT



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## 2012-2013 Annual Report

Dear Stakeholder,

Managing in Tough Times is a University of Kentucky College of Agriculture initiative that began three years ago as a response to the economic recovery process. For three years, the MITT team has worked to educate Kentucky families with the goal of increasing future financial security. The MITT initiative has extensively focused on increasing household savings and debt reduction as a solution to the debt problems many consumers face. By working through the Cooperative Extension's 120-county network of extension agents, a diverse audience has been reached--youth, individuals and families, low income families, communities, and farm families. This annual report reflects highlights of the initiative from July 1, 2012 to June 30, 2013.

Sincerely,

Jennifer Hunter, Ph.D.

A handwritten signature in black ink that reads "Jennifer A. Hunter".

Jeanne Davis, M.S., M.A.

A handwritten signature in black ink that reads "Jeanne Davis".

*"My will hasn't been updated in 30 years!  
This has built a fire under me to **remedy  
this!**"*

—Estate Planning Participant

*"Today, I learned our family had the **will  
power not to spend** when it is necessary!"*

—Rebounding Your Finances in Tough Times  
Participant, Barren County



# Accomplishments

## Media

- 52,216 Kentuckians received MONEYWi\$E educational resources (website, newsletter, social media)<sup>1</sup>
- 19,349 Kentuckians became aware of how to manage/address current economic events facing their families, farming operations, or businesses because of this program.<sup>2</sup>
- 10,161 Kentuckians set at least one specific savings or wealth-related goal for their families, farming operations, or businesses because of this program.<sup>3</sup>
- 10,176 Kentuckians indicated that they value the program or information associated with the program.<sup>4</sup>
- 9,195 Kentuckians identified financial management strategies.<sup>5</sup>

## Social Media

- 480 average weekly audience members reached through Facebook posts.<sup>6</sup>
- 12 YouTube video segments, which include:
  - Refinancing Your Home
  - Holiday Money Management
  - Organizing Financial Records
  - How to Buy a Car

## Kentucky Saves<sup>7</sup>

- Governor Steve Beshear signed a proclamation declaring the week of February 24-March 2, 2013 as Kentucky Saves Week.
- \$32,065 total monthly savings pledged by 332 savers since the inception of the program in November 2010.
- Youth component: Piggy bank design contest winners recognized and winning banks displayed in the Capitol Rotunda during February 2013.
- Partnered with the Kentucky Higher Education Assistance Authority to award 14 Kentucky Education Saving Plan Trust Accounts in the amount of \$250 each.

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## MoneyWi\$e Website

- [www.uky.ag/moneywise](http://www.uky.ag/moneywise)
- 6,263 visits to the MoneyWi\$e website from 26 countries, 47 states, and 115 cities within Kentucky during the 2012-2013 programming year.<sup>8</sup>
- Over 100 financial resource links available on the revised and updated MoneyWi\$e website.
- Links to Facebook “quick tips” and weekly posts.

## County-Level Programming<sup>9</sup>

- 270 people attended estate planning workshops.
- Developed three Kentucky Extension Homemaker Leader Lessons.

## College Student Financial Education

- 778 students participated in face-to-face education programs.<sup>10</sup>
- 175 students attended Berea College Convocation.<sup>11</sup>
- 25 students participated in Economics in Education, a graduate course.<sup>12</sup>

**“Information is Power.** This knowledge will help me plan my estate.”  
—Estate Planning Participant,  
Muhlenberg County



# Content Development & Delivery

## ***Building a Healthy, Wealthy Future***

A new and innovative curriculum designed for students in grades six to eight, offering personal finance, health education, leadership and life skills. The program was launched in three pilot counties, reaching 213 students. Participants reported increased ability to track both spending and eating habits. 183 county extension agents were trained in the curriculum aimed at helping adolescents connect personal behaviors to financial and health success.

## ***Building Money Management Skills In-Service Training***

Over 130 county extension agents and 100 paraprofessionals have been trained in four sessions on the "Building Money Management Skills" curriculum.

Based upon agent feedback, the training was relevant to county needs (mean 4.60/5.00 scale). The program assists clientele in understanding how their current money management practices affect financial stability, thereby increasing knowledge of money management practices that lead to financial control and establish financial security.



## ***Financial Resiliency & Responsibility Conference***

Over 60 county extension agents and community partners attended a one-day conference that included keynote speakers and break-out sessions on Kentucky's current economic status, estate planning, managing your financial portfolio, understanding financial scams, and financial issues for the 21st century. Based upon participant feedback, the subject matter was timely (mean 3.47/4.00 scale).

## ***Small Steps to Health and Wealth Online Challenge***

To date, over 245<sup>13</sup> participants have competed in the Small Steps to Health and Wealth Online Challenge, a six-week program that allows participants to track the daily choices they make related to nutrition, physical activity, and personal finances. During the 2013 challenge total participant outcomes included:

- Consuming at least 5,568 cups of fruits and vegetables
- Exercising a minimum of 520.5 hours
- Replacing 1,808 sugar-sweetened beverages with water
- Saving \$1,333 in loose change
- Saving \$3,917 toward an emergency fund or debt reduction
- Tracking daily expenditures was reported 1,604 times
- Preparing 1,456 lunches at home, saving approximately \$7,285

## ***It's Your Reality***

Today's college students are graduating with historically high levels of student loan and credit card debt, while facing an extremely competitive job market. In response to this need, the MITT team, with the support of the College of Agriculture and several other university partners, wanted to encourage workforce goals and help young men and women achieve success, through the implementation of, *It's Your Reality*. The program was modeled after the 4-H Reality Store and tailored for college students. The simulation was designed to help college students make critical decisions about lifestyle and budget choices. *It's Your Reality* introduced students to the "realities" associated with adulthood--provision of food, clothing, shelter, etc., for a family and how these relate to career choices. Over 275 students attended the inaugural event.

*"I feel that I am leaving this conference with an understanding of the importance of **planning for retirement now!**"*

*—Financial Resiliency & Responsibility Conference Participant*



## Partnerships

- UK College of Agriculture, Food, and Environment
- UK School of Human Environmental Sciences
- Kentucky State University
- Community and Economic Development in Kentucky (CEDIK)
- UK Family Center
- Operation: Military Kids
- Veterans Affairs
- University of Tennessee
- University of Florida
- eXtension
- Kentucky Housing Authority
- Federal Deposit Insurance Corporation
- Extension Disaster Education Network
- KY Farm Start

## Financial Management Education Outreach

- Cooperative Extension Service
- Community stakeholders
- College students
- UK Family Center
- KY Farm Start
- Small Steps to Health and Wealth clientele
- National Issues Forum participants
- Low income/low literacy clientele
- General public
- Information releases via print, radio, television, and social media

### Managing in Tough Times Team Members:

Joanne Bankston	Wayne Kirby
Kenny Burdine	Rick Maurer
Nick Carter	Jody Paver
Jeanne Davis	Peggy Powell
Renata Farmer	Theresa Scott
Kim Foster	Pam Sigler
Greg Halich	Katie Smallwood
Clint Hardy	Debbie Temple
Theresa Howard	Tracey Werner-Wilson
Jennifer Hunter	Jeff Young

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*"During the [It's Your Reality] simulation, I learned many things on what I should expect outside of college, in what I would have to **budget for with my spending**. It helped me realize what is **necessary versus what is unnecessary**"*

*—It's Your Reality participant*

### Sources:

- 1) PAC Code data, 2012
- 2) PAC Code data, 2012
- 3) PAC Code data, 2012
- 4) PAC Code data, 2012
- 5) PAC Code data, 2012
- 6) Facebook
- 7) Kentucky Saves Database
- 8) Google Analytics
- 9) Hunter, CATPAWS data, 2011-2012
- 10) Keith, CATPAWS data, 2011-2012
- 11) Hunter, CATPAWS data, 2011-2012
- 12) Hunter, CATPAWS data, 2011-2012
- 13) Small Steps to Health and Wealth National Database

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