

**SOUTH DAKOTA BOARD OF REGENTS**

**Academic and Student Affairs**

**AGENDA ITEM: 4 – J (2)**

**DATE: March 30 – April 1, 2016**

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**SUBJECT: New Program: SDSU Minor in Financial Counseling**

South Dakota State University (SDSU) requests authorization to offer a baccalaureate minor in Financial Counseling. SDSU does not currently have a major in this field, but does offer a related major in Consumer Affairs. This minor is designed to prepare graduates in the fields of financial counseling and planning and to develop competent professionals capable of helping individuals and families improve their financial well-being. SDSU reports projected employment growth for financial advisors and counselors of 30% through 2024. SDSU expects to graduate 10 students per year with this minor after full implementation.

The proposed curriculum requires the addition of three new courses and consists of 18 credit hours. SDSU is not requesting new resources.

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**RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR**

I move to approve SDSU’s proposal for a Minor in Financial Counseling as described in Attachment I.

**South Dakota Board of Regents  
New Baccalaureate Degree Minor**

<b>University:</b>	South Dakota State University
<b>Title of Proposed Minor:</b>	Financial Counseling
<b>Degree(s) in which minor may be earned:</b>	Any
<b>Existing related majors or minors:</b>	Consumer Affairs (B.S.)
<b>Proposed Implementation (term):</b>	Fall 2016
<b>Proposed CIP Code:</b>	19.0401

**University Approval**

To the Board and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

*David L. Chicoine*

\_\_\_\_\_  
President of the University

February 10, 2016

\_\_\_\_\_  
Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

**1. Do you have a major in this area?** \_\_\_\_\_ Yes \_\_\_\_\_  No

**2. If you do not have a major in this area, explain how the proposed minor relates to your mission.**

South Dakota State University (SDSU) requests authorization to offer a minor in Financial Counseling. This minor will provide a focus on financial counseling and planning which will aid students in developing, maintaining, and encouraging learning in the field of consumer affairs to develop competent professionals capable of entering the workforce to help individuals and families improve their financial well-being.

The proposed minor in Financial Counseling is within the statutory mission of South Dakota State University as provided in SDCL 13-58-1: *Designated as South Dakota's land grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing, and pharmacy, and other courses or programs as the Board of Regents may determine.*

The minor will contribute to the economic development of the state and region by providing financial counseling expertise to individuals, families and communities. Financial counseling is a profession in which counseling is provided on an individual and/or group basis to help train or educate clients or other planners to address financial problems either before the problem begins (preventive) or after the financial problem has developed (remedial). Individuals and families who are able to build their net worth by reducing liabilities and increase assets will then contribute

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to the economic development of their communities.

The minor at SDSU will allow students majoring in Economics, Entrepreneurial Studies, Consumer Affairs, and any of number of other majors to take coursework to prepare them with a better understanding of personal finance, which will enhance their personal well-being and will also contribute to a successful career in their chosen field.

SDSU does not intend to request new state resources.

### 3. How will the proposed minor benefit students?

A minor in Financial Counseling will prepare students to pursue careers in the financial planning and financial counseling industry. According to the Occupational Outlook Handbook, “Employment of personal financial advisors and financial counselors is projected to grow 30% from 2014-2024, much faster than the average for all occupations. As the population ages and life expectancies increase, demand for financial planning services should increase.”<sup>1</sup> The minor will extend the content knowledge and skills provided in the Consumer Affairs major specialization Family Financial Management by including a financial counseling course and a service-learning course. Both courses will provide opportunities for students to apply content knowledge and skills by working with individuals to meet their financial goals and solve financial problems.

### 4. Provide estimated enrollments and completions in the table below and explain how the estimates were developed.

The estimates below are based on student interest in financial counseling and in the VITA certification. With nearly 100 consumer affairs majors, it is anticipated that enrollment in the minor will be as projected in the table. There are also other majors such as economics and entrepreneurial studies for which the minor would be beneficial.

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY 17	FY 18	FY 19	FY 20
Students in the minor (fall)	10	15	20	25
Completions by graduates	0	0	5	10

\* Do not include current year.

### 5. What is the rationale for the curriculum?

The curriculum is aligned with the Accredited Financial Counselor (AFC®)<sup>2</sup> certification competencies. Student who successfully complete the Financial Counseling course requirements will be eligible to take the AFC® exam sponsored by the Association of Financial Counseling Planning Education (AFCPE). SDSU is already an AFCPE® Approved University Program.

Skills and knowledge required for successful completion of the AFC® exam are:

- Set the stage and gather client information

<sup>1</sup> <http://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm>

<sup>2</sup> <http://www.afcpe.org/certification/accredited-financial-counselor-curriculum/>

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- Assist a client in creating an action plan
- Develop financial statement, ratios and spending plans
- Manage money
- Manage credit and debt
- Educate a client about consumer protection
- Educate a client about major acquisitions
- Manage financial risks
- Discuss investment basics with a client
- Educate a client about the financial aspects of retirement and estate planning

Specific student learning outcomes are addressed under #7.

**6. Complete the tables below. Explain any exceptions to BOR policy being requested.**

**A. Distribution of Credit Hours**

Personal Finance	Credit Hours	Percent
Requirements in Minor	18	100%
Electives in the Minor	0	0%
Total	18	100%

**B. Required Courses in the Minor**

Prefix	Number	Course Title	New*	Hours
CA	345	Foundations in Financial Management	N	3
CA	350	Family Financial Management I (Prerequisite: CA 345)	N	3
CA	375	Financial Counseling & Debt Management	Y	3
CA	442	Family Resource Management Lab	N	3
CA	450	Family Financial Management II (Prerequisite: CA 350)	N	3
CA	455 <sup>3</sup>	VITA Certification (On-line)	Y	1
CA	496	Field Experience (Prerequisite: CA 455)	Y	2
		Subtotal, required		18

\* New: Y= yes, N = no.

**C. Elective Courses in the Minor: List courses that may be taken as electives in the minor. Indicate any new courses to be added specifically for the minor.**

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<sup>3</sup> Students will become certified as VITA (Voluntary Income Tax Assistance) Tax Preparer. Volunteer Training Certification is required for all volunteers in the VITA Program. Volunteer tax preparers must be certified to prepare taxes and perform quality reviews of tax returns. <https://www.irs.gov/Individuals/Volunteer-Training-Certification>

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No elective courses are included in the proposed minor curriculum.

**7. What outcomes will be expected for all students who complete the minor? How will these outcomes be achieved?**

The Financial Counseling Minor will include the following expected student learning outcomes. Graduates who complete this minor will be prepared to:

1. Describe how to gather client information and assist clients in creating action plans.
  - CA 375 Financial Counseling & Debt Management
  - CA 455 VITA Certification
  - CA 496 Field Experience
2. Demonstrate how to complete financial statements, calculate ratios, and develop spending plans.
  - CA 345 Foundation in Financial Management
  - CA 350 Family Financial Management I
3. Explain how to manage money, credit, and debt.
  - CA 345 Foundation in Financial Management,
  - CA 375 Financial Counseling & Debt Management
  - CA 442 Family Resource Management Lab
4. Discuss consumer protection laws.
  - CA 375 Financial Counseling & Debt Management
5. Describe financial risk, investment, retirement, and estate planning concepts.
  - CA 345 Foundation in Financial Management
  - CA 350 Family Financial Management I
  - CA 450 Family Financial Management II

**8. What instructional technologies will be used to teach courses in the minor? *This refers to the instructional technologies used to teach the new courses in the minor and NOT the technology applications students are expected to learn.***

Standard instructional technologies will be used.

**9. Is the University is requesting authorization to provide the minor to students at an off-campus location or by distance delivery? If yes, explain. *If off-campus or distance delivery authorization is not requested, enter "None."***

None

**10. Costs, Budget & Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, etc., needed to implement the minor.**

The courses in the proposed minor in Financial Counseling will be taught by current faculty and as needed, qualified adjunct faculty.

Appendix A  
 Financial Counseling Minor – Student Learning Outcomes

Individual Student Outcomes	<i>Required Coursework</i>						
	CA 345	CA 350	CA 375	CA 442	CA 450	CA 455	CA 496
Students will describe how to gather client information and assist clients in creating action plans.			X			X	X
Students will demonstrate how to complete financial statements, calculate ratios, and develop spending plans.	X	X					
Students will explain how to manage money, credit, and debt.	X		X	X			
Students will discuss consumer protection laws.			X				
Students will describe financial risk, investment, retirement, and estate planning concepts.	X	X			X		