



# FINANCIAL LITERACY TOOLS FROM SALLIE MAE<sup>®</sup>

Saving, planning and paying for college guide



LET'S MAKE COLLEGE HAPPEN<sup>SM</sup>

# LET'S MAKE COLLEGE HAPPEN

We are pleased to present this handbook of valuable financial literacy resources available from Sallie Mae®.

Whether online, in print, in video, or in presentation format, these tools are designed to help you assist students, families, and others in understanding how to save, plan, and pay for higher education.

Please share this guide with your staff, and if you would like to order any of the materials, contact your Sallie Mae representative.

On the following pages, you will find resources on:

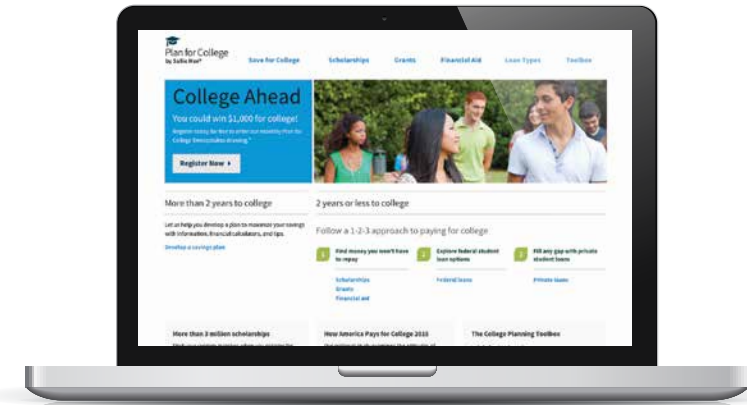
**SAVING AND PLANNING FOR COLLEGE**

**PAYING FOR COLLEGE**

**MANAGING LOANS**

**TIPS FOR ENCOURAGING FINANCIAL LITERACY**

For more information, or to order any of these resources or presentations, contact your Sallie Mae representative. To download digital copies of many of these materials, please visit [SallieMae.com/FinancialLiteracyTools](https://SallieMae.com/FinancialLiteracyTools).



Sallie Mae's online college financial planning resource is available at [SallieMae.com/PlanForCollege](https://SallieMae.com/PlanForCollege)

# SAVING AND PLANNING FOR COLLEGE

Online resources, handouts, and tools to help families put a saving and planning strategy in place.

RESOURCE	DESCRIPTION	FORMAT
<b>Plan for College</b>	A free, online resource that gives students and families the information they need to create a plan to save and pay for college. This site includes a suite of financial planning tools and calculators, including Scholarship Search.	<ul style="list-style-type: none"> <li>• <a href="https://www.salliemae.com/PlanForCollege">SallieMae.com/PlanForCollege</a></li> <li>• Materials for families</li> <li>• Information sheet for staff</li> <li>• Plan for College Kit for staff</li> <li>• Social media kit for staff (<a href="https://www.SallieMae.com/SocialMedia">SallieMae.com/SocialMedia</a>)</li> </ul>
<b>College Planning Toolbox</b>	This site features free online tools, calculators, and resources to help students and families navigate their way through every phase of saving, planning, and paying for college.	<ul style="list-style-type: none"> <li>• <a href="https://www.SallieMae.com/CollegePlanningToolbox">SallieMae.com/CollegePlanningToolbox</a></li> <li>• Materials for families</li> </ul>
<b>College Planning Calculator<sup>SM</sup></b>	This online tool takes families step-by-step through the process of determining how much they'll need for college, through creating a financial plan. A valuable resource whether college is years away or coming soon.	<ul style="list-style-type: none"> <li>• <a href="https://www.SallieMae.com/CollegePlanningCalculator">SallieMae.com/CollegePlanningCalculator</a></li> <li>• Materials for families</li> </ul>
<b>Scholarship Search by Sallie Mae</b>	This free database offers access to more than 5 million scholarships worth up to \$24 billion. Students are matched to scholarships suited to their skills, activities, and interests and receive updates as new opportunities arise.	<ul style="list-style-type: none"> <li>• <a href="https://www.SallieMae.com/ScholarshipSearch">SallieMae.com/ScholarshipSearch</a></li> <li>• Materials for families</li> <li>• Poster</li> </ul>

RESOURCE	DESCRIPTION	FORMAT
<b>College Ahead<sup>SM</sup> Mobile App</b>	This fun, interactive experience gives high school juniors, seniors, and their families a roadmap on how to prepare for college and is integrated with resources from the College Planning Toolbox.	<ul style="list-style-type: none"> <li>• <a href="#">Download for free at iTunes and Google Play</a></li> <li>• Materials for families</li> <li>• Social media kit (<a href="https://www.SallieMae.com/SocialMedia">SallieMae.com/SocialMedia</a>)</li> </ul>
<b>How America Saves for College</b>	A national study that shows how the typical American family saves for college.	<ul style="list-style-type: none"> <li>• <a href="https://www.SallieMae.com/HowAmericaSavesforCollege">SallieMae.com/HowAmericaSavesforCollege</a></li> <li>• Report for staff</li> <li>• Infographic for staff</li> <li>• Social media kit for staff (<a href="https://www.SallieMae.com/SocialMedia">SallieMae.com/SocialMedia</a>)</li> <li>• Presentation for staff</li> </ul>

Plan for College Buckslip

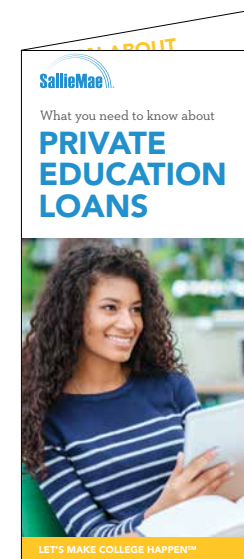
69% of parents with a plan to save for college feel confident they'll be able to meet college costs.\*\*

# PAYING FOR COLLEGE

Resources to help students and their families understand their options and make better decisions.

RESOURCE	DESCRIPTION	FORMAT
<b>How America Pays for College</b>	A compelling national study of how families make the important investment and choices in paying for college.	<ul style="list-style-type: none"> <li>• <a href="https://www.salliemae.com/HowAmericaPaysforCollege">SallieMae.com/HowAmericaPaysforCollege</a></li> <li>• Report for staff</li> <li>• Infographic for staff</li> <li>• Social media kit for staff (SallieMae.com/SocialMedia)</li> <li>• Presentation for staff</li> </ul>
<b>1-2-3 Approach to Paying for College</b>	Helpful brochure for families who want to make responsible decisions when investing in their child's future. Discusses how to apply for federal aid, budget from savings and income, and compare borrowing options to cover any remaining gap.	<ul style="list-style-type: none"> <li>• Materials for families</li> </ul>
<b>Private Education Loans Brochure</b>	Family-friendly information on how a private student loan works, how much to borrow, factors to consider, and choosing the right loan for a student's needs.	<ul style="list-style-type: none"> <li>• Materials for families</li> </ul>
<b>The Benefits of Having a Cosigner</b>	The value of having a cosigner and the benefits available with student loans, both for degree-granting schools and for career training institutions.	<ul style="list-style-type: none"> <li>• Materials for families</li> </ul>
<b>Choose the College Financing That's Right for You</b>	Comparison of pros/cons for Federal Parent PLUS Loans versus private student loans and for Grad PLUS Loans versus private student loans for graduate students.	<ul style="list-style-type: none"> <li>• Information sheet for staff</li> <li>• Materials for families</li> </ul>
<b>Why Parents Choose Private Student Loans</b>	A look into parents' attitudes about Federal Direct PLUS Loans and private student loans, based on research conducted by Sallie Mae. Useful for discussions with families seeking guidance.	<ul style="list-style-type: none"> <li>• Information sheet for staff</li> </ul>

RESOURCE	DESCRIPTION	FORMAT
<b>Five Steps to Saving, Planning and Paying for College</b>	In this presentation college-bound students and their families will learn how to create a step-by-step strategy for navigating the college planning process.	<ul style="list-style-type: none"> <li>• Presentation for staff</li> </ul>
<b>Responsible Education Funding Strategies</b>	This presentation can help staff supplement required entrance counseling sessions, covering money and credit management, the relative cost of a student loan, and tips on managing loans and repayment.	<ul style="list-style-type: none"> <li>• Presentation for staff</li> </ul>



Private Education Loans Brochure

# MANAGING LOANS

Tools to help students understand the importance of effectively managing the repayment process.

RESOURCE	DESCRIPTION	FORMAT
<b>Financial Planning Worksheet (My Monthly Budget)</b>	Hands-on worksheet that helps students develop a usable budget, while assessing their progress toward money goals.	<ul style="list-style-type: none"> <li>• Worksheet for families</li> <li>• Also available at <a href="https://www.salliemae.com/BudgetWorksheet">SallieMae.com/BudgetWorksheet</a></li> </ul>
<b>Managing Your Loans</b>	Comprehensive online resource for the student loan repayment process, including definitions of common terms, information on how payments are allocated, and guidance on dealing with financial issues.	<ul style="list-style-type: none"> <li>• <a href="https://www.salliemae.com/ManagingYourLoans">SallieMae.com/ManagingYourLoans</a></li> </ul>
<b>Understanding Student Loan Repayment</b>	This piece covers how to estimate a monthly loan payment, the important terms associated with repayment, and some useful tips for managing finances.	<ul style="list-style-type: none"> <li>• Materials for families</li> </ul>
<b>Student Loan Payment Amount Estimator</b>	Whether a student is considering taking out a new student loan, or about to start paying off a current student loan, this helpful calculator estimates the monthly payment.	<ul style="list-style-type: none"> <li>• <a href="https://www.salliemae.com/PaymentEstimator">SallieMae.com/PaymentEstimator</a></li> </ul>
<b>Student Loan &amp; Financial Planning Checklist</b>	An easy-to-use checklist to help students, who are nearing repayment, organize their loan information.	<ul style="list-style-type: none"> <li>• Materials for families</li> </ul>
<b>Understanding Your Credit</b>	Information on how credit data impacts FICO® Credit Scores; includes tips for managing credit effectively.	<ul style="list-style-type: none"> <li>• Materials for families</li> <li>• Presentation for staff</li> <li>• <a href="https://www.salliemae.com/UnderstandingCredit">SallieMae.com/UnderstandingCredit</a></li> </ul>

RESOURCE	DESCRIPTION	FORMAT
<b>Repayment Strategies</b>	Supplemental exit counseling presentation listing the available tools and resources as students prepare for repayment. Can be adapted for general, health professions, MBA, medical, and dental students.	<ul style="list-style-type: none"> <li>• Presentation for staff</li> </ul>
<b>Helping Students Manage Debt, Delinquency and Default</b>	Presentation for staff members that provides an overview of default rates and market trends, and the tools available to students to manage defaults. Also stresses the importance of good credit.	<ul style="list-style-type: none"> <li>• Presentation for staff</li> </ul>



Managing Your Loans Site  
[SallieMae.com/ManagingYourLoans](https://www.salliemae.com/ManagingYourLoans)

# TIPS FOR ENCOURAGING FINANCIAL LITERACY

Here is information on ways to help students and their families understand their financial responsibility in saving, planning, and paying for college.

- 1. Engage others.** Many organizations are vested in raising financial literacy. Seek out your allies and join forces to cast a wider net!
- 2. Find out what others are doing.** Reach out to your contacts at other organizations and departments to hear what they are doing. Learning from their insights and best practices may help you get a head start in developing goals for your program.
- 3. Engage your Sallie Mae representative.** Invite them to an on-site kickoff meeting to make sure your team is aware of the latest financial literacy research and materials. Plus, your representative can offer ideas that have been successful in other venues.
- 4. Put a quantifiable plan in place.** Decide on your goals and the scope of what you are trying to accomplish, as well as how you will measure success. Goals can include improving overall knowledge or developing more targeted outreach to at-risk families and students.
- 5. Get cross-campus buy-in.** If you're at a school, evaluate whether there are any for-credit classes that can be targeted for in-class (i.e. captive audience!) presentations on financial literacy. Are there any co-curricular opportunities to leverage? Are faculty in programs, such as the business school, willing to give extra credit for attending financial literacy presentations? At the very least, ask if they will promote your programs.

- 6. Get on the orientation agenda.** Get a time slot to give a talk on avoiding common financial pitfalls of paying for college. Your Sallie Mae representative can help you create this presentation and even help you present it. Common topics include the basics of paying for college, how to create a full four-year plan to cover college costs, and the importance of building a good credit score.
- 7. Generate social media buzz.** Have a giveaway incentive for families and students to like your Facebook page and follow you on Twitter so you can promote to them outside of formal presentations.



Families who have developed a plan to pay for college save, on average, 46% more for college than families without a plan.\*\*



Sallie Mae is the leading financial services company specializing in education. Whether college is a long way off or just around the corner, Sallie Mae turns education dreams into reality for American families. With products and services that include Upromise® rewards, scholarship search and planning tools, private education loans, and online banking, Sallie Mae offers solutions that help families save, plan, and pay for college.

**For more information, or to order any of these resources or presentations, contact your Sallie Mae representative.** To download digital copies of many of these materials, please visit [SallieMae.com/FinancialLiteracyTools](https://www.SallieMae.com/FinancialLiteracyTools).

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### **Encouraging Responsible Borrowing**

Sallie Mae has helped more than 34 million Americans pay for college since 1972. We encourage students and families to supplement their savings by exploring grants, scholarships, and federal and state student loans, and to consider the anticipated monthly payments on their total student loan debt and their expected future earnings before considering a private education loan.

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\*Data from "How America Pays for College 2015" by Sallie Mae and Ipsos.

\*\*Data from "How America Saves for College 2015" by Sallie Mae and Ipsos.

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**Learn more at [SallieMae.com](https://www.SallieMae.com)**