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30 Iowa High Schools Win \$1,000 in Financial Literacy Challenge
*More Than 2,800 Students Demonstrate Their Financial Understanding in
2013 – 2014 Iowa Financial Know-How Challenge*

WEST DES MOINES, IOWA (April 2, 2014) — In the coming days, 30 Iowa high schools will each receive a \$1,000 check for having students demonstrate their grasp of financial concepts during the third annual financial literacy challenge sponsored by state-based educational organizations.

Iowa Student Loan®, in partnership with the Iowa Department of Education, the Iowa Jump\$tart Coalition, Junior Achievement of Central Iowa and the Iowa College Access Network, offered the cash awards to Iowa high schools that participated in the 2013 – 2014 Iowa Financial Know-How Challenge.

More than 2,800 students at 83 Iowa high schools participated in this year's Challenge, which required that students complete a financial literacy assessment test created and administered by Ednalysis, a central Iowa educational research company. The schools were then entered into a random drawing to select the 30 winners. Each \$1,000 prize is intended to improve the school's financial literacy programs and its scholarship fund.

“Educating students about personal finance is an important focus of our department, and we're thrilled by the level of participation among Iowa high schools in this year's Challenge,” said Iowa Department of Education Director Brad Buck. “This program provided an additional tool for teachers to evaluate their students' financial literacy skills and identify any areas needing attention.”

The assessment test provided feedback to teachers on student knowledge in five key areas:

- Achieving Financial Goals
- Managing Money Effectively
- Debt Decision-Making
- Investment and Asset Building
- Legal and Ethical Financial Behavior

Students completed the assessment test earlier this school year — in December 2013 and January 2014. No minimum student score was required for schools to qualify for the cash drawing.

The Iowa Financial Know-How Challenge is a homegrown program that was created after the federally sponsored National Financial Capability Challenge was discontinued in 2012. Iowa Student Loan and its partners had successfully promoted the national financial literacy challenge among Iowa high schools using the same cash drawing incentive. Following their efforts and those of others across the state, participation among Iowa high schools in the national program increased by more than 50 percent, compared to a national decline of nearly 10 percent.

Last spring, the second Challenge incorporated the use of Iowa Student Loan's online financial literacy tutorial — Student Loan Game PlanSM — into schools' classroom instruction. With Student Loan Game Plan, high school students learned how they could plan ahead and borrow less for college by making informed financial decisions.

“As a nonprofit that provides college financing, we've made it our mission to help ensure students are well-informed before they take on student loan debt,” said Steve McCullough, president and CEO of Iowa Student Loan. “Our feeling is there can't be too many resources to help educate our youth about financial literacy. We hope this program can continue to supplement other efforts taking place within students' homes, schools and communities.”

Winning Schools

Winners of the cash drawing were randomly selected from Iowa high schools that had students complete the Edanalysis financial literacy assessment test. The following 2013 – 2014 winners were chosen from the 83 eligible Iowa high schools.

School Name	City	School Name	City
Alburnett High School	Alburnett	Lynnville-Sully High School	Sully
Ankeny High School	Ankeny	MFL MarMac High School	Monona
Bellevue High School	Bellevue	Mid-Prairie High School	Wellman
Camanche High School	Camanche	North Butler High School	Greene
Central Springs High School	Manly	North-Linn Senior High School	Troy Mills
Clayton Ridge High School	Guttenberg	Perry High School	Perry
Colfax-Mingo High School	Colfax	Pleasant Valley High School	Bettendorf
Columbus Catholic High School	Waterloo	River Valley Senior High School	Correctionville
Eagle Grove High School	Eagle Grove	Rock Valley Senior High School	Rock Valley
Fairfield High School	Fairfield	Roosevelt High School	Des Moines
Fort Dodge High School	Fort Dodge	Seymour High School	Seymour
Humboldt High School	Humboldt	Sioux Central High School	Sioux Rapids
Independence Senior High School	Independence	West Bend-Mallard High School	West Bend
Iowa Mennonite School	Kalona	West High School	Sioux City
Kingsley-Pierson High School	Kingsley	West Liberty High School	West Liberty

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About Iowa Student Loan

Since 1981, Iowa Student Loan, a private, nonprofit organization, has helped Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 375,000 students pay for college. The organization, based in West Des Moines, Iowa, also provides an array of borrower benefits, financial literacy tools and community reinvestment programs, including support for free college planning services for students and their families. For more information about Iowa Student Loan, visit www.studentloan.org.