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**Registration Ongoing for College Scholarship Program**

*Scholarship Gives 30 Iowa High School Seniors Chance at \$2,000,  
Educates Them on College Borrowing and Personal Finance*

WEST DES MOINES, IOWA (Dec. 11, 2017) — Registration is ongoing for a scholarship that offers Iowa high school seniors a chance to receive one of 30 scholarships worth \$2,000 for college while learning important financial literacy skills. In addition, each recipient's high school will receive a corresponding \$500 award.

High school seniors may register for the Iowa Financial Know-How Challenge: Senior Scholarship at [www.iowaStudentLoan.org/SeniorScholarship](http://www.iowaStudentLoan.org/SeniorScholarship) between now and Feb. 16. Iowa Student Loan® will award \$2,000 scholarships to 30 students who complete two online financial literacy tutorials and score highest on a related assessment. Registered students also receive emails highlighting financial literacy tips, such as the importance of early career and college planning and ways to reduce student loan indebtedness.

In the first weeks of the program, more than 1,200 Iowa high school seniors have registered for the scholarships, with 35% completing the three online components required for consideration so far.

Two tutorials — Student Loan Game Plan<sup>SM</sup> and the ROCI Reality Check — were developed by Iowa Student Loan to help students understand the consequences of college borrowing and discover how to maximize their return on college investment, or ROCI.

A related multiple choice assessment will check students' understanding of the concepts in the tutorials. The 30 high school seniors who score highest on the assessment test will each receive a \$2,000 scholarship that will be sent directly to their colleges in fall 2018. If top-scoring students tie, those students will be asked to write and be judged on a short essay so winners can be determined.

Each scholarship recipient's high school will also receive a corresponding \$500 award to be used toward scholarship and financial literacy programs.

"Each year, we hear from participants and parents that this scholarship campaign helped them understand how they can minimize college debt," Christine Hensley, Iowa Student Loan board chair, said. "Our hope is that they also tell others, who can then also use our online tools to reduce borrowing as well."

"Student loan debt should never be taken on lightly," said Steve McCullough, CEO and president of Iowa Student Loan. "This scholarship allows us to call attention to two tools that effectively educate future college students on how to borrow in a responsible manner. We want as many college-bound seniors as we can reach to be exposed to these concepts."

The Iowa Financial Know-How Challenge: Senior Scholarship is open to legal U.S. citizens who are residents of Iowa; are seniors at an Iowa high school during the 2017–2018 school year; and attend college in fall 2018. It is a no-purchase-required program, and full rules and details are available at [www.IowaStudentLoan.org/SeniorScholarship](http://www.IowaStudentLoan.org/SeniorScholarship).

#### **Additional Resources Available**

Iowa Student Loan offers additional tools and resources to help families plan for and pay for college at [www.IowaStudentLoan.org/SmartBorrowing](http://www.IowaStudentLoan.org/SmartBorrowing).

Connect with Iowa Student Loan on [Facebook](#), or read the [Student Loan Coach blog](#).

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### **About Iowa Student Loan**

Established in 1979 as a private, nonprofit organization, Iowa Student Loan helps Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 392,500 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.IowaStudentLoan.org](http://www.IowaStudentLoan.org).