

Financial Coaching: Measuring Outcomes

September 10, 2010



Measuring Outcomes

- Pre Survey
- Post Survey
- Goal Attainment
- Financial Behavior / Attitudes

Who selects to work with a coach?

- People who are motivated
- Likely to be doing better regardless
- Comparison group hard to find

Central New Mexico Community College Student Survey

April 2010



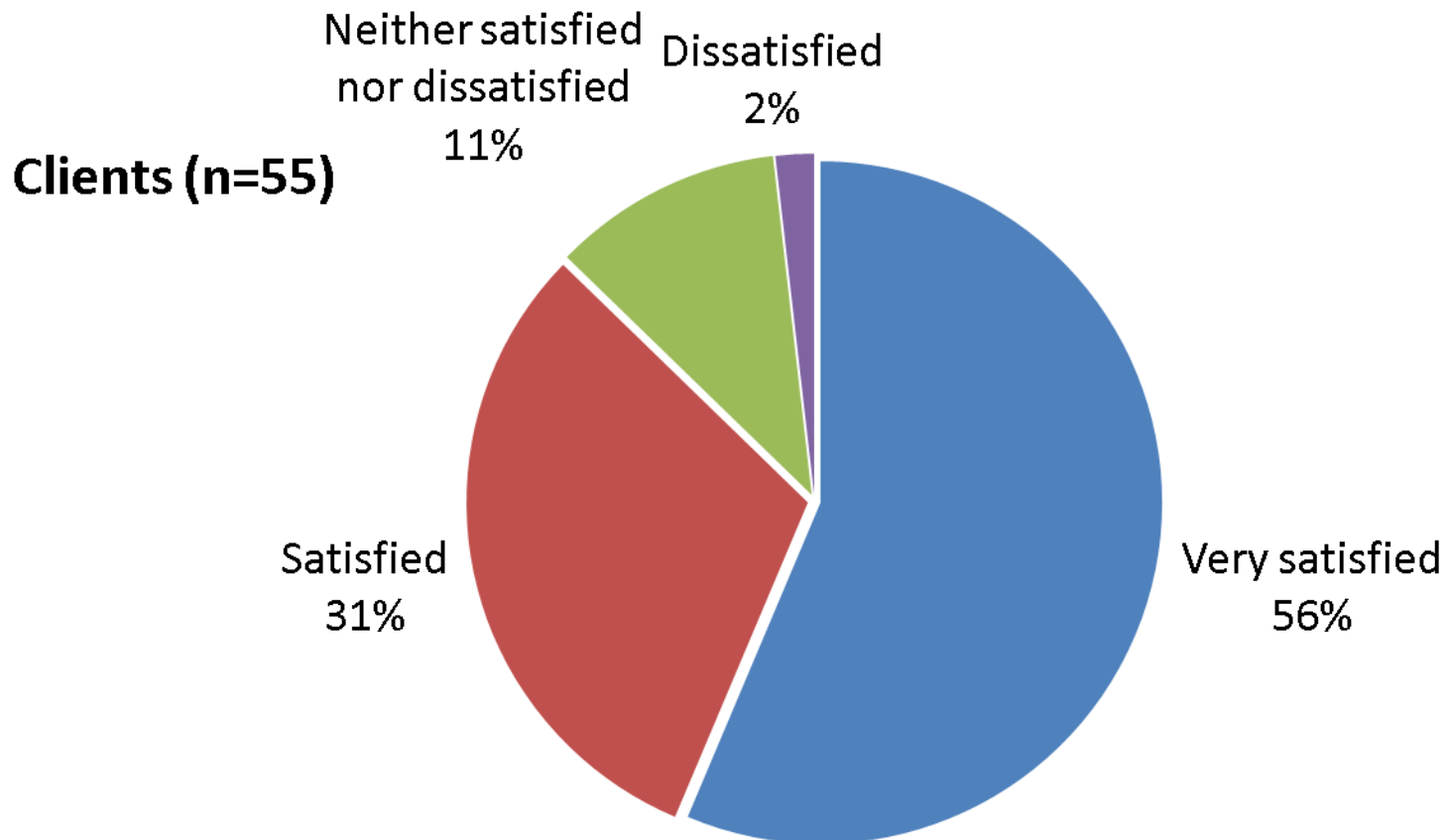
Survey

- Sent to two groups of CNM Students
 - Offered Achievement Coaching (n=81)
 - “CLIENTS”
 - Other CNM students not explicitly offered Coaching as a comparison group (n=97)
 - “COMPARISON”
- Note:
 - all are CNM Students
 - Coaching not just \$\$ matters



Satisfaction: Most Coached Clients Are Happy with Services

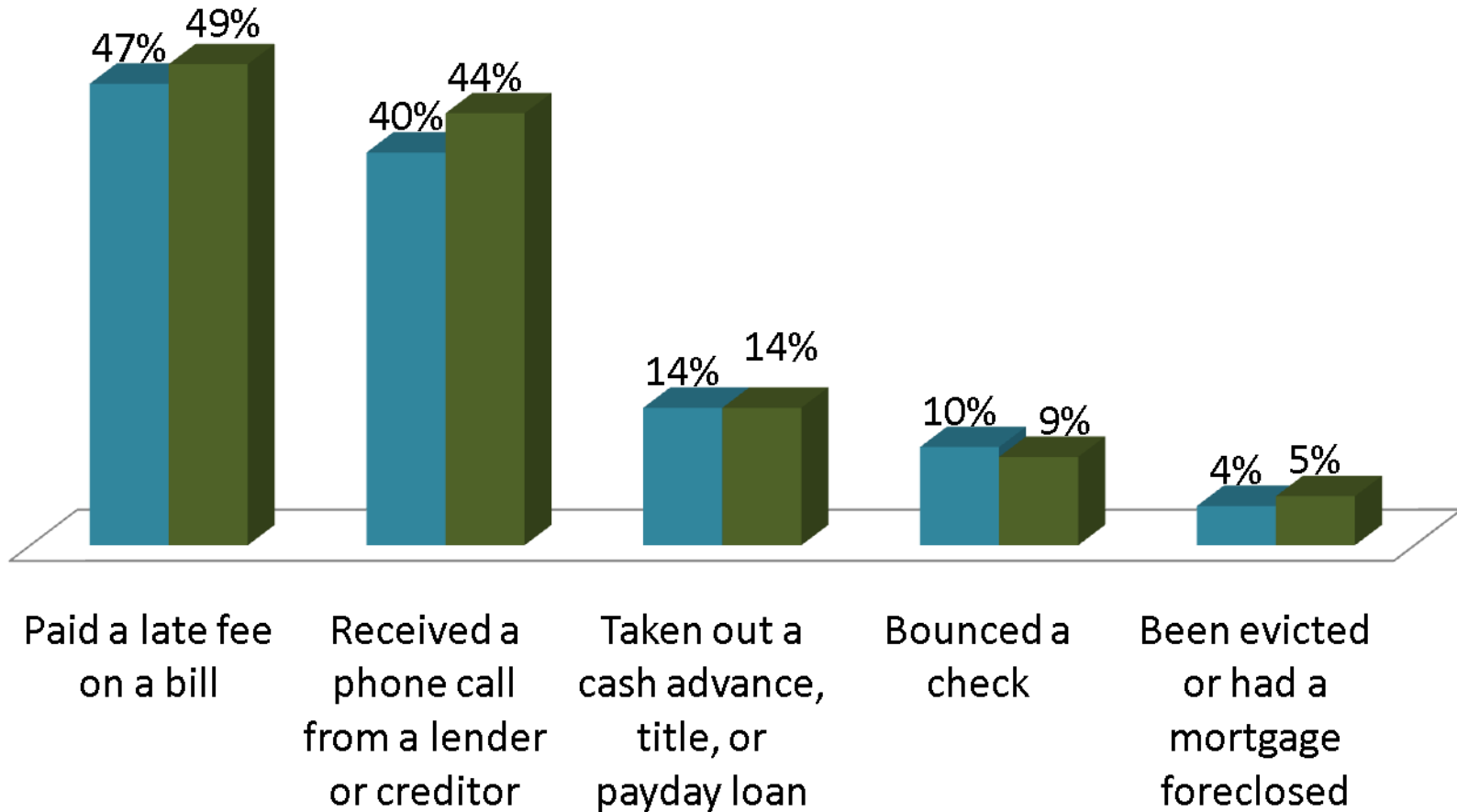
How satisfied are you with how well you and your coach work together to solve your problems?



Negative Financial Management Events Common

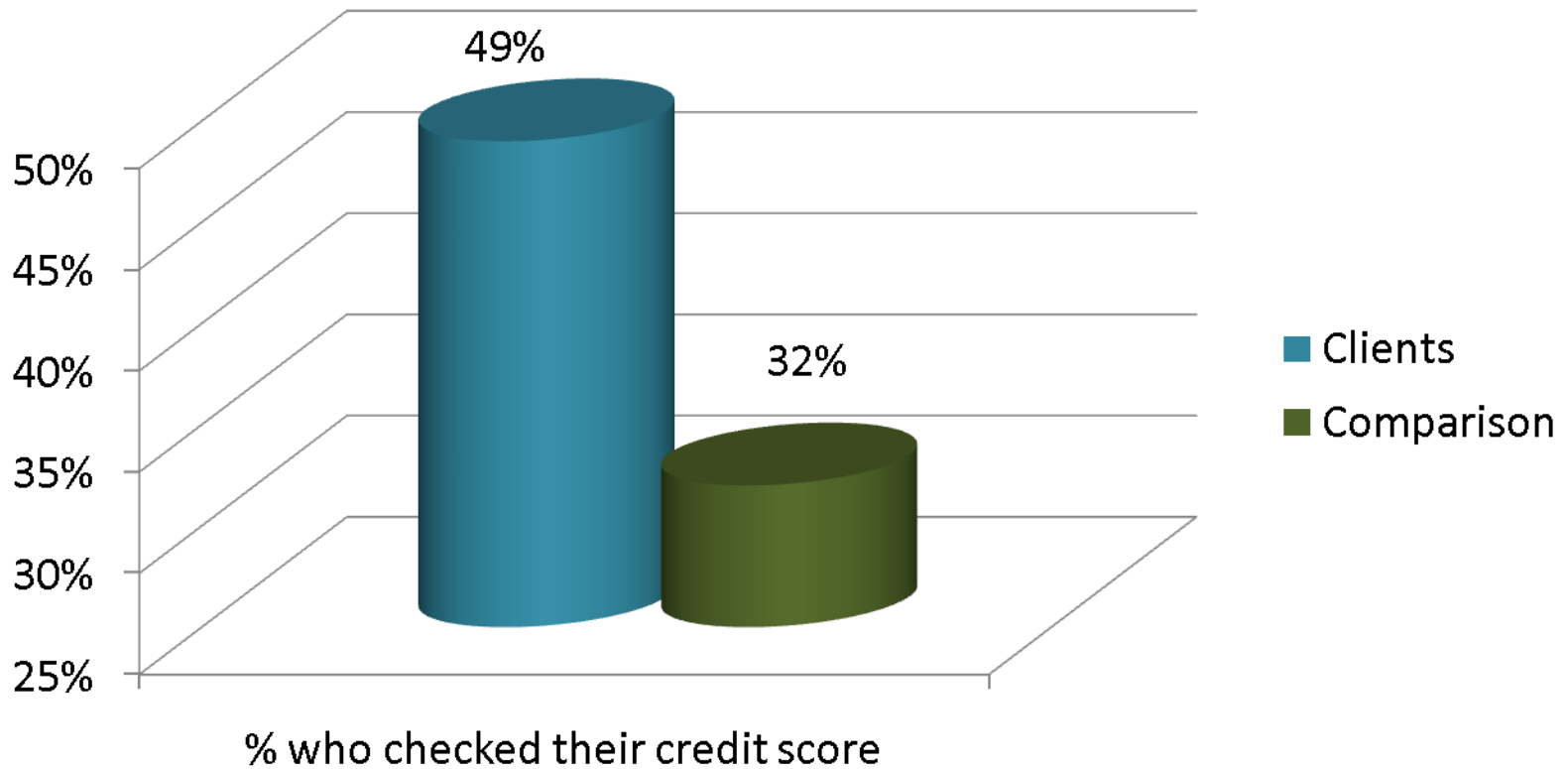
In the past 6 months have you...

■ Clients ■ Comparison

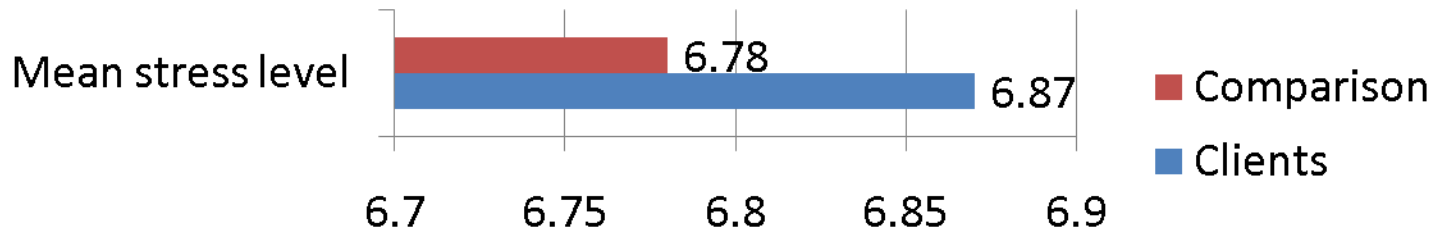


Focus on Credit

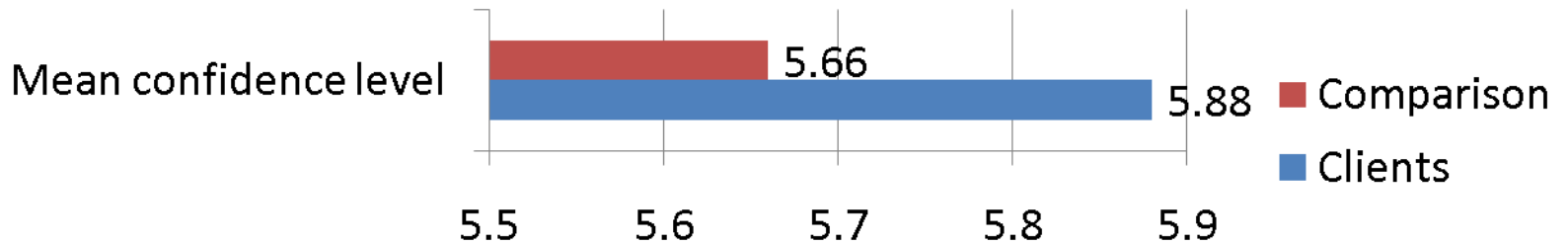
Have you checked your credit report in the past year?



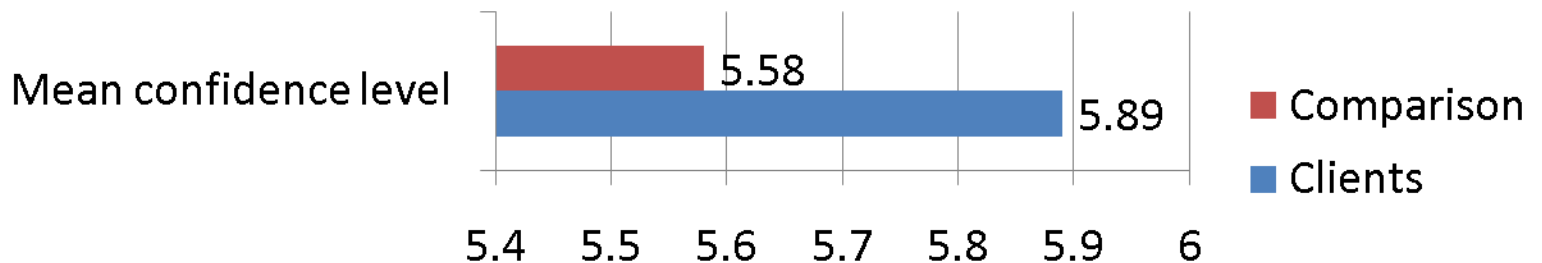
What is the level of your financial stress today? (1=no stress, 10=overwhelming stress)



If you had a question about a financial problem how confident are you that you could identify a solution? (1=not at all confident, 10=very confident)



If you had a financial problem how confident are you that you could find someone who you trust to help you? (1=not at all confident, 10=very confident)



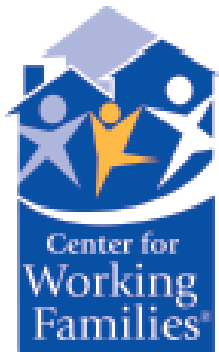
CNM Findings: Overall

- Clients offered coaching had more needs
 - Slightly less access/ use of financial services
 - And connected to more services
- More financial distress
 - But also ability to address issues
- Given hardships of targeted clients, positive effects relative to comparison group

CWF Data from 3 Sites

Collected by Abt Associates¹ 2008

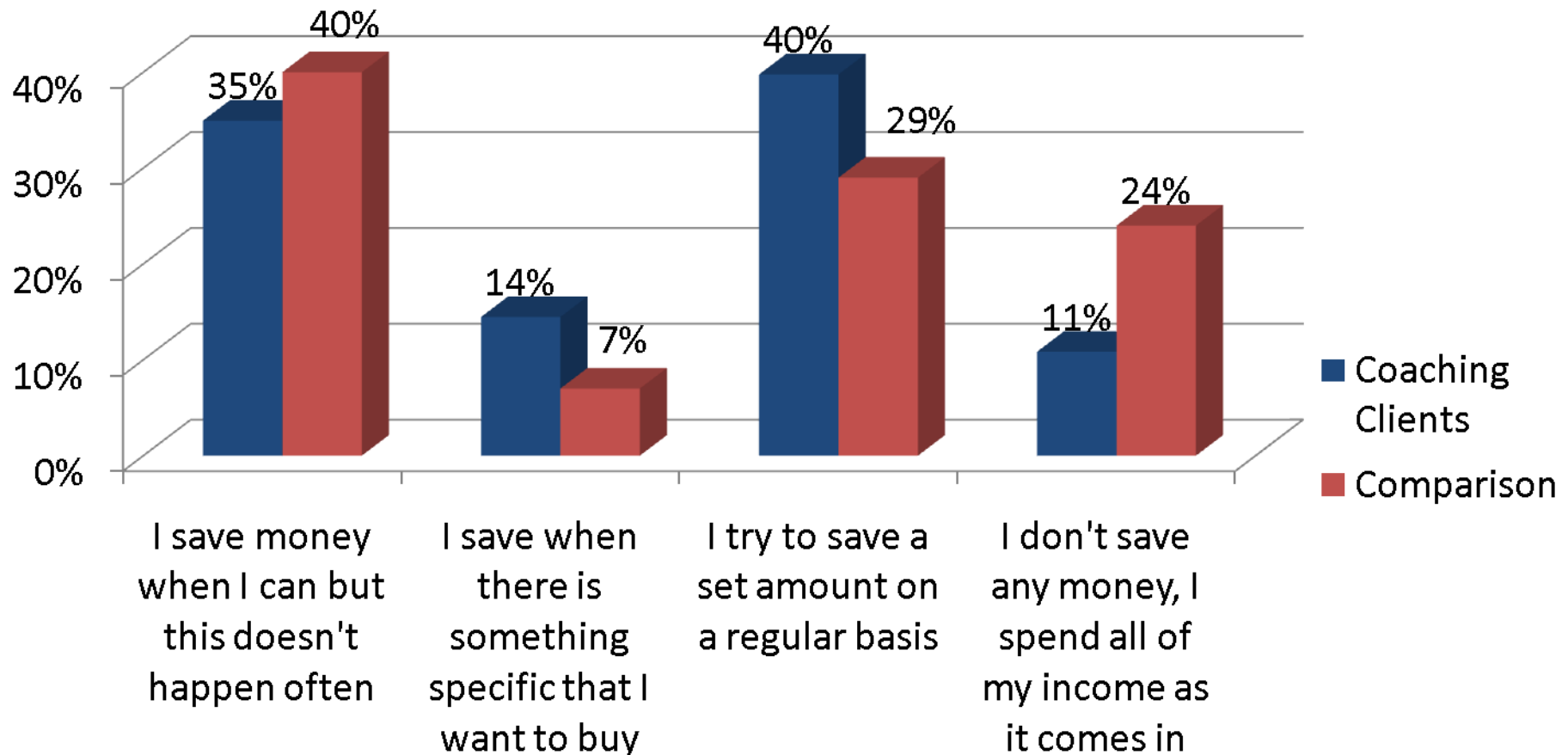
- n=168
 - Bon Secours of Maryland Foundation 55
 - Central New Mexico Community College 59
 - St. Louis MET Center 54
- 83 self-report that they met with a coach at least once in the past year
- 85 self-report never met with a coach



¹ Burnett, K, St. George, A. et al. *Pathways to Success an Interim Analysis of Services and Outcomes in Three Programs*, prepared by Abt Associates Inc. for the Annie E. Casey Foundation, Baltimore, MD, December 2008.

More Likely to Save

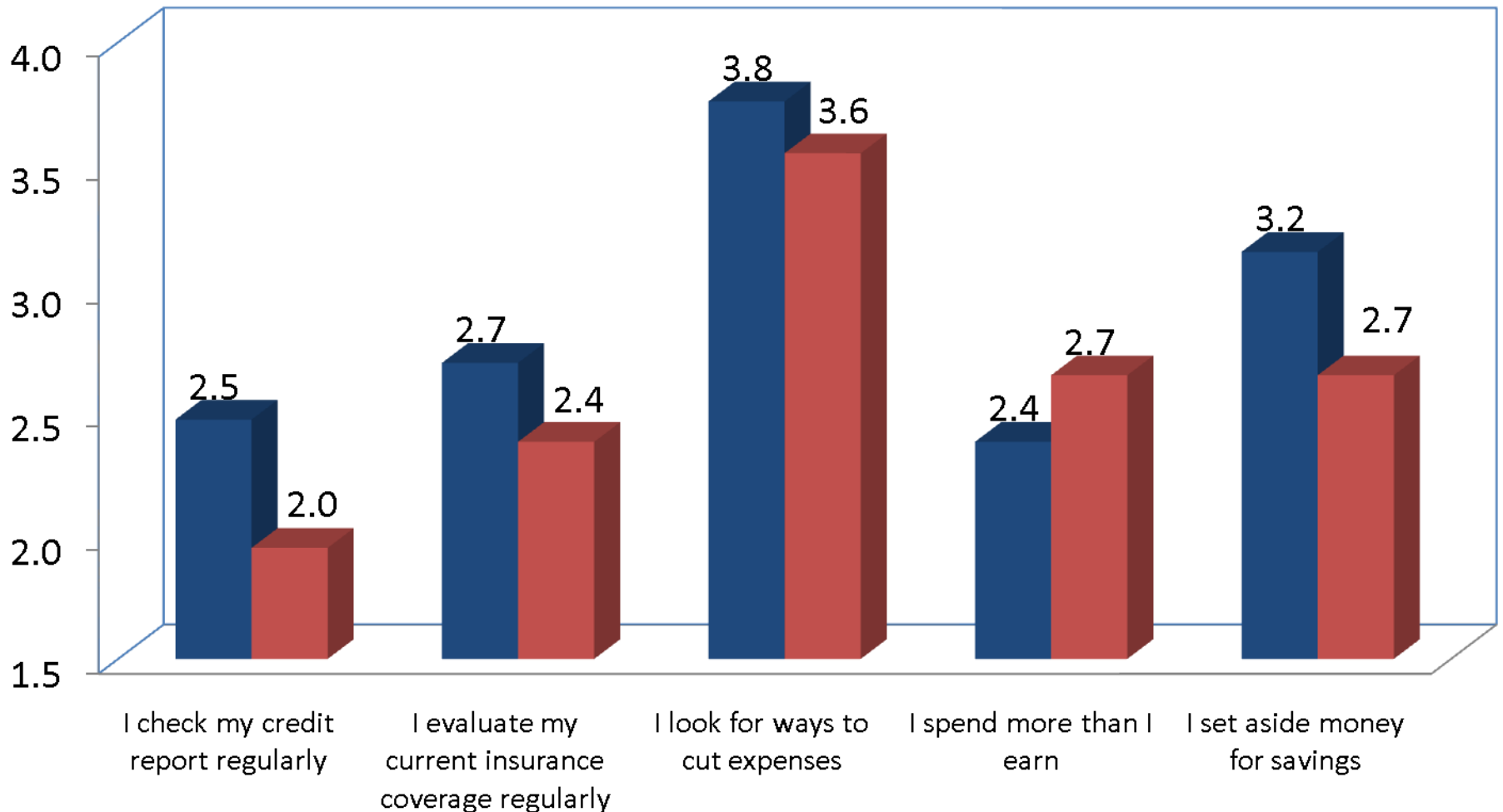
Thinking about the last year, which statement best describes your typical savings behavior?



More Frequent Positive Behaviors

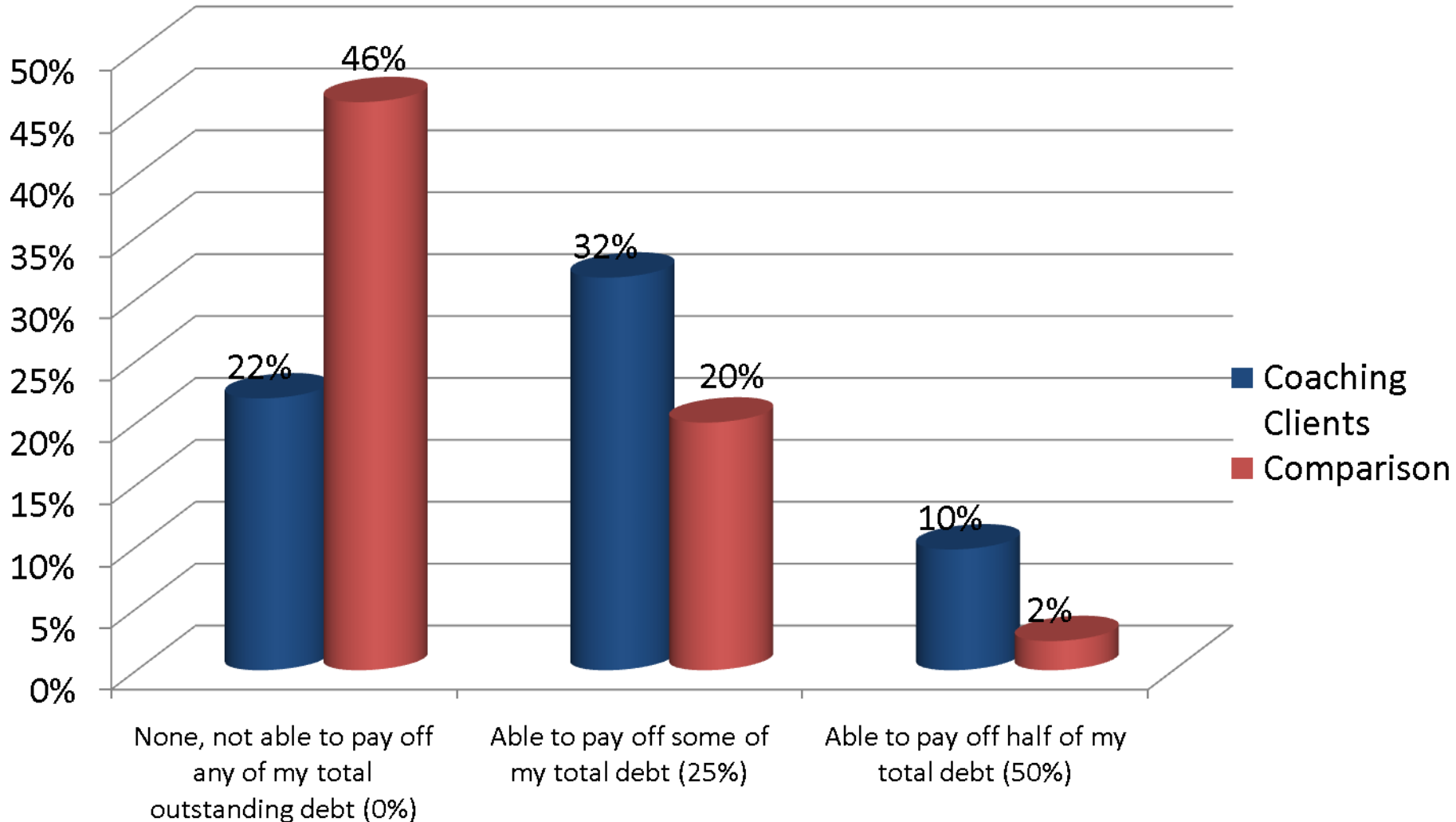
Thinking about the past year, rate your Financial Behavior on a scale of 1 to 5
(1=Never, 5=Always)

■ Coaching Clients ■ Comparison



Greater Financial Security? Managing Debt

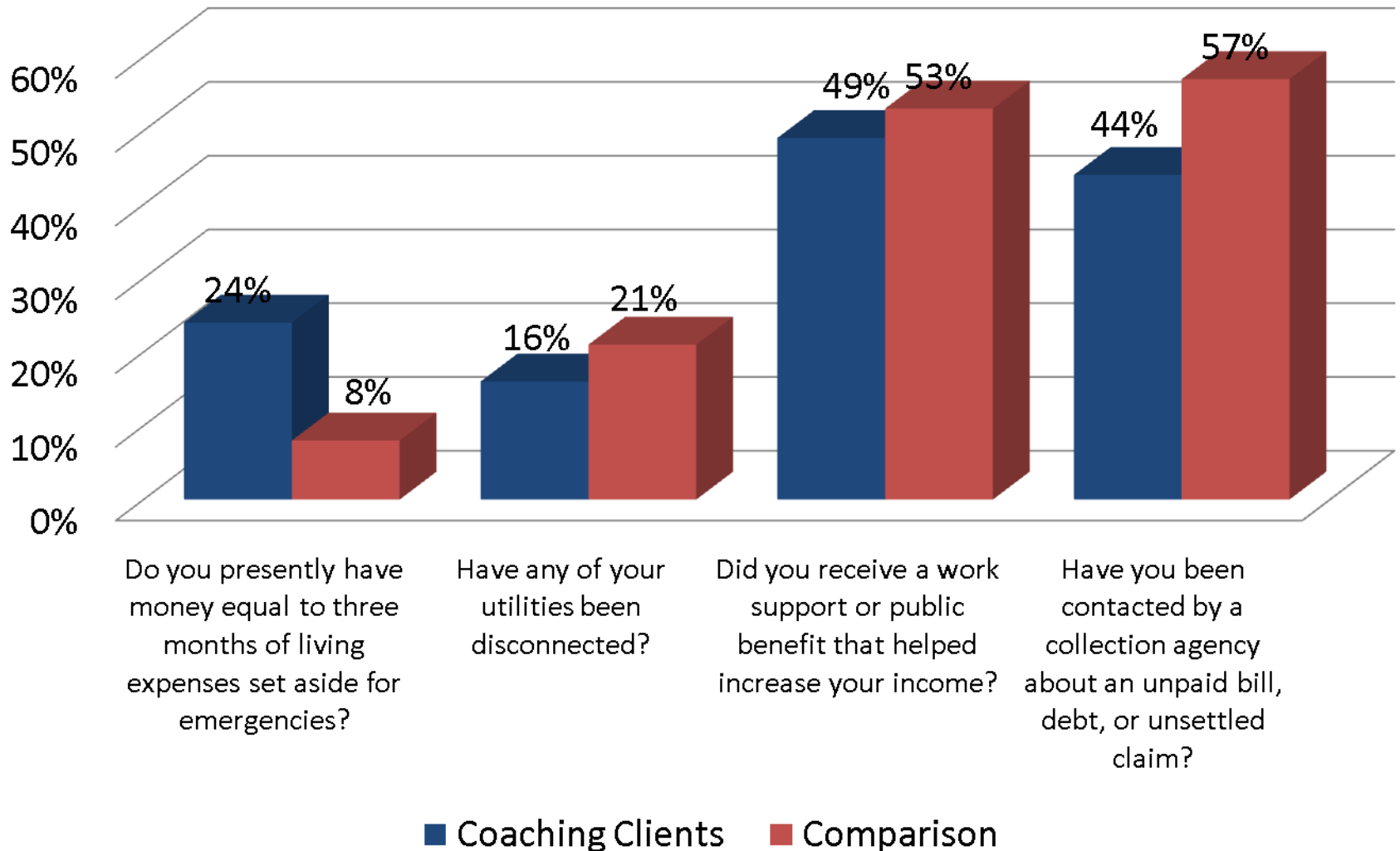
Thinking about the last year, which statement best describes your ability to pay any outstanding debt(s) you owe (e.g., for medical bills, credit cards, other loans)?



Source: Abt Associates CWF Survey

Greater Financial Security?

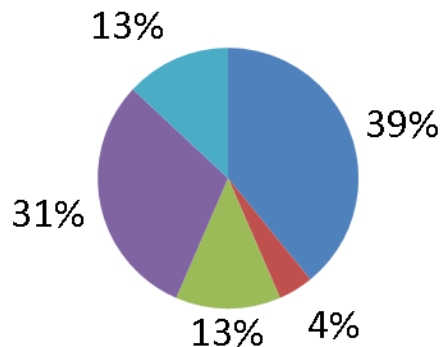
Financial Management and Access to Benefits



Comparison with Abt Survey: Lack of Awareness Most Common Reason

CNM

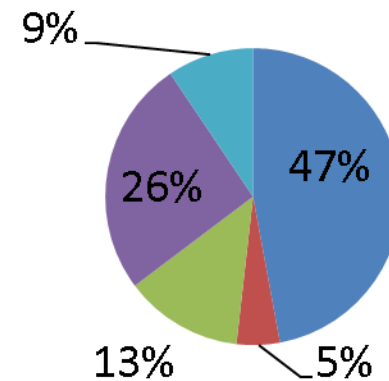
- Didn't know that I could work with a coach
- I prefer to get help from my family and friends
- No problems to discuss
- Other
- Too busy



Source: CNM Coaching Survey

Abt

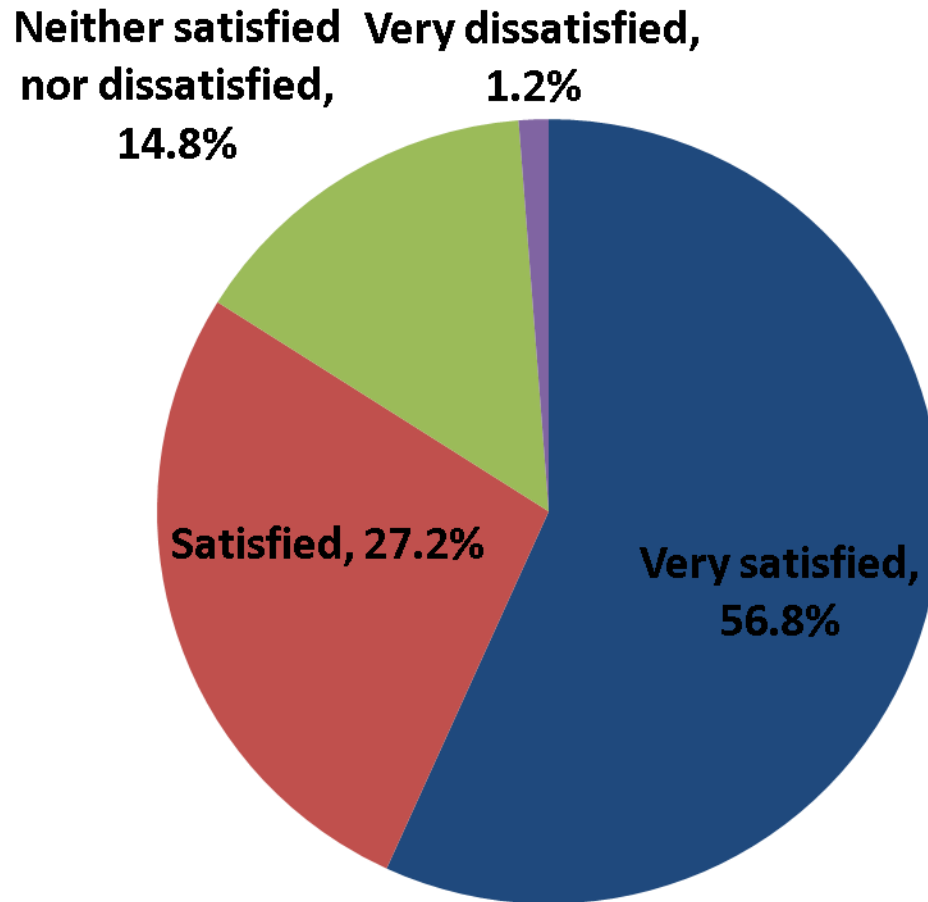
- Didn't know that I could work with a coach
- I Prefer to get help from my family and friends
- NO financial problems to discuss
- Other
- Too busy



Source: Abt CWF Survey

Strong Satisfaction Ratings

IF HAVE MET WITH COACH: How satisfied are you with how well you and your financial coach work together to solve your financial problems? (Check one)
(n=81)



CWF Data Findings

- All Self Reported
 - likely positive selection
- But several indicators show stronger financial behavior for coaching clients
 - Basic financial management issues & behaviors
 - Bill payment and other issues
 - Also positive perceptions of services
- Not all clients interested
 - No problems or prefer not to use outsider
 - But most are: main issue is awareness

Measuring Impacts?

- Coaching has intrinsic bias of most motivated clients – hard to separate service from choice to participate
 - Focus more on mechanism: self control and executive attention

Measuring Outcomes

- Knowledge, attitudes, beliefs, and skills (KABS)
 - Credit, budgeting and products
 - Factual quiz versus self-report
- Goals – attainable, measurable & confidence in achievement
- Self-Control - *regular* savings or debt repayment behavior
 - Executive attention - bill payment
- Products / service usage
 - Self-report + administrative data (account balances, etc)
- Credit behavior
 - FICO score and report

Finding a valid comparison group

- Motivated clients – separate service from choice to participate
 - Ideal: Randomize offer

Resources

- NEFE Evaluation Toolkit and Manual
<http://www2.nefe.org/eval/intro.html>
- University of Wisconsin Extension – Evaluation Resources
<http://www.uwex.edu/ces/pdande/evaluation/index.html>
- Financial Coaching <http://fyi.uwex.edu/financialcoaching/>