



Financial Coaching: Building a Future in Wisconsin

An Introductory Workshop

Coaching Models: A National Overview

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A National View on Coaching

- Growth in the Coaching Field
- Roles of Coaches and Coaching Models
- Financial Coaching in Practice (examples)
- Challenges for the Field
- Opportunities for the Field
- Q&A/Discussion

The Financial Coaching Movement

- Defining Coaching:
“Generally coaching implies regular one-on-one sessions with clients in order to ‘coach’ performance improvements to meet goals mutually set by the coach and client.”
- Coaching is a complement to (not a substitute for) financial education or case management

The Financial Coaching Movement

- Growth in the number of active financial coaching programs
- Increased training opportunities
- Increased philanthropic support

Roles of Coaches

- Facilitate realistic goals
- Enhance accountability
- Provide opportunities for practice

Typology of Coaching Models

- Service Integrated Model
- Event Focused Model
- Task Focused Model

Financial Coaching in Practice

- Service Integrated Models:
 - Central New Mexico Community College
 - LISC Chicago
- Event Focused Model
 - EARN (San Francisco)
- Task Focused Model
 - Co-opportunity (Hartford, CT)
 - CASH (Rochester, NY)

Central New Mexico Community College

- Target Audience: low-income community college students in SAGE, many ESL students
- Coaching Program Goal: Helping students to succeed and deal with issues including financial aid, assistance to pay registration fees, housing assistance, and budgeting help
- Coaching Staff Background: 5 paid FT Achievement Coaches. CNM coaching training, many have MS in Social Work or Education; Partnership with CFPs
- Results: financial coaching has been expanded throughout the entire college of approximately 30,000 students

LISC Chicago

- Target Audience: Residents of Chicago's low-income communities with median incomes typically under \$12,000 per year.
- Coaching Program Goal: To provide financial coaching services to clients as they receive workforce services that prepare them to get better jobs
- Coaching Staff: Paid staff members with various backgrounds (workforce, housing, etc) at each site trained by Tribe Coaching
- Results:
 - 44% (129 of 293) improved their credit score; the median improvement was 39 points.
 - 72% (300 of 417) increased their net income.
 - 48% (20 of 42) showed an increase in net worth.

EARN

- Target Audience: Alumni of EARN's IDA matched savings program
- Coaching Program Goal: Provide additional support to IDA graduates
- Coaching Staff: FT paid coaches, plus contracted coaches, participated with EARN coaching training
- Results: EARN has developed a set of qualitative and quantitative measures to track coaching clients

Co-opportunity

- Target Audience: families at a VITA site
- Coaching Program Goal: Help low-income families to control their financial resources and to realize personal financial goals.
- Coaching Staff: Volunteer coaches who are typically mid-level employees trained by Co-opportunity
- Results:
Six months after completing the program,
 - 52% continue to use a budget
 - 84% had not paid any late fees
 - 76% reduced their total debt (reducing total debt by 21% from intake)

CASH

- Target Audience: VITA site clients
- Coaching Program Goal: Provide opportunities to workers with low incomes to obtain, maintain, and grow economic assets
- Coaching Staff: volunteers from the VITA site along with members of the broader community
- Results:
 - \$8,000 improvement in their savings compared to debt.
 - 26% increase on self-ratings of financial behavior.
 - 100% of partners achieved at least one of their financial goals, such as saving for a down payment, paying down debt, or improving a credit score.

Challenges

- A Lack of Training and Infrastructure
- The Need to Change Organizational Mindsets
- Inadequate Collection of Systematic Data to Demonstrate Effectiveness

Opportunities

- Strengthen the Coaching Infrastructure
- Shift Organizational Culture
- Demonstrate the Effectiveness of Financial Coaching

Questions

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