

23 QUESTIONS TO ASK

When Choosing a Financial Education Vendor



Cost isn't the only factor to consider when seeking a vendor to offer a financial education program. Consider these questions when screening candidates. The more **YES** answers, the better!

Compensation and Fiduciary Responsibility		YES	NO
1.	Is compensation for the program based on something other than a sales commission for financial products or financial planning services?	<input type="checkbox"/>	<input type="checkbox"/>
2.	Will content presented be objective—not a sales presentation for insurance, investments, etc.?	<input type="checkbox"/>	<input type="checkbox"/>
3.	Does the vendor promise that contact information will not be collected from participants for a sales pitch at a later date?	<input type="checkbox"/>	<input type="checkbox"/>
4.	If the vendor recommends individual products and services, does the vendor acknowledge they are doing so in the best interest of participants?	<input type="checkbox"/>	<input type="checkbox"/>
Education and Experience		YES	NO
5.	Have the educators—including those developing materials—had training in the subject matter and how to teach it in a group setting?	<input type="checkbox"/>	<input type="checkbox"/>
6.	Does the vendor have a proven track record in providing personal finance education?	<input type="checkbox"/>	<input type="checkbox"/>
7.	Are those providing one-on-one advice or counseling certified to do so—for example, certification as a financial planner?	<input type="checkbox"/>	<input type="checkbox"/>
Content		YES	NO
8.	Has the vendor established clear and measurable learning objectives for the program?	<input type="checkbox"/>	<input type="checkbox"/>
9.	Is the program content relevant to the target audience? (e.g., demographics, diversity, life stages, life events)	<input type="checkbox"/>	<input type="checkbox"/>
10.	Is the program content practical?	<input type="checkbox"/>	<input type="checkbox"/>
11.	Is the content accurate and up to date?	<input type="checkbox"/>	<input type="checkbox"/>
12.	Does the program incorporate behavioral science theories to foster behavioral change?	<input type="checkbox"/>	<input type="checkbox"/>

Delivery

YES NO

13. Will the program use a combination of media elements to reach participants with different learning styles and preferences? (e.g., video, audio, written text)
14. Will the program use a combination of delivery methods that reaches participants through more than one communication channel? (e.g., web-based, face-to-face, e-mail, text, mobile app, online learning, mailers, payroll stuffers, etc.)
15. Will the program hold the attention of participants?
16. Is the vendor willing to understand participants' demographics and communication preferences and adjust their tools accordingly?
17. Does the vendor offer one-on-one support such as individual counseling or coaching?
18. Will the vendor provide ongoing support to learners?
19. Will the program be available at times that are convenient to the target audience?

Program Effectiveness and Improvement

YES NO

20. Will the vendor help with assessing participant needs and preferences?
21. Will the vendor assist in evaluating the impact on participants during and after the program?

Marketing/Promotion

YES NO

22. Does the vendor provide sample materials and other assistance in marketing the availability of the program and its benefits to the target audience?

Privacy

YES NO

23. Does the vendor provide detailed information on how participant information is protected?

