



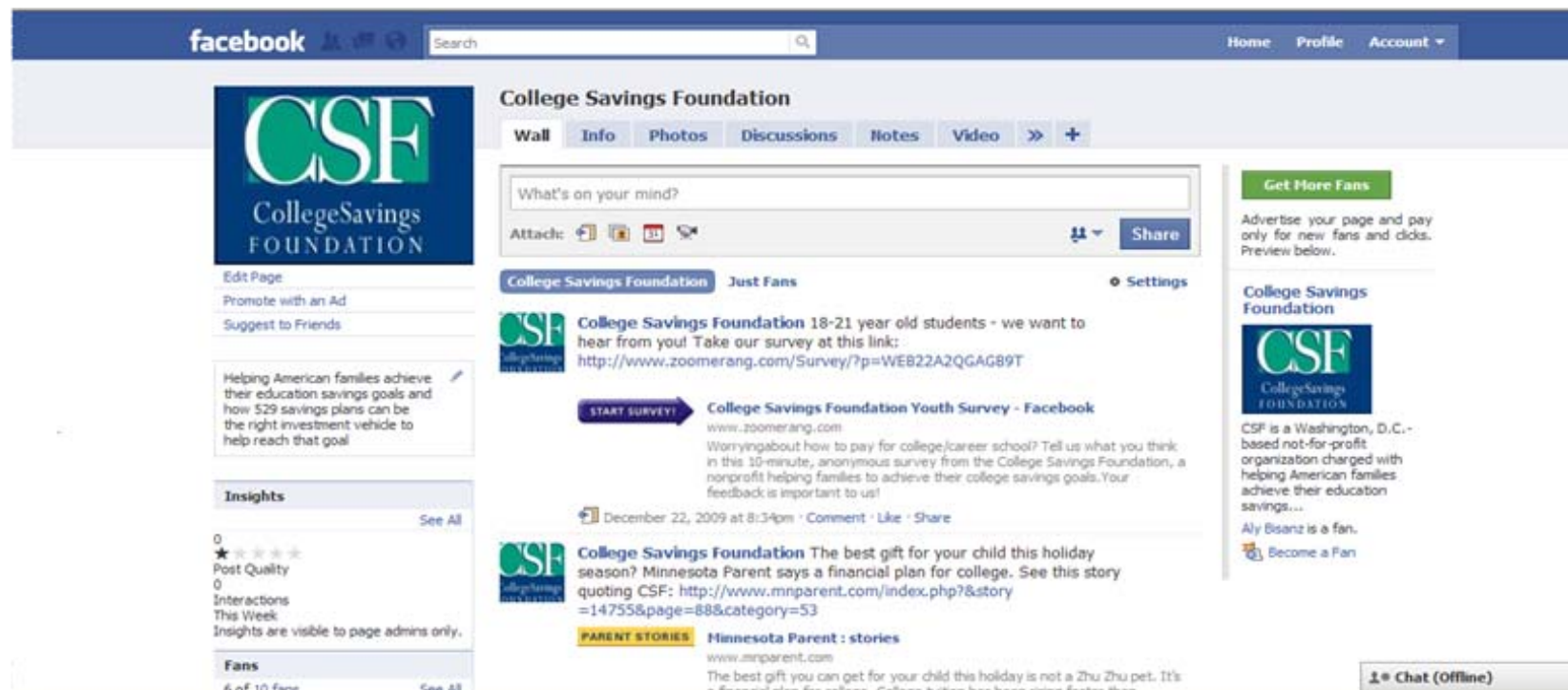
CSF: Facebook Survey of Young Adults

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Why Facebook?



- Leverage Social Media--send/receive up-to-date news for ease of communication
- Utilize a Modern Communication Tool--reaching widespread audiences and increasing brand visibility
- Raise Awareness on the Importance of Savings

Our Youth Survey and Facebook

- CSF's Third Annual 2009 *State of College Savings* Survey
 - Targeted nearly 800 parents of college bound students
 - Parents are facing a crisis of confidence, saving less or nothing at all.
 - We decided to look at these effects on their children. How is it affecting how they plan, save and take on debt?

 - **Facebook:** A natural avenue for reaching post-secondary students.
 - Traditional 4-year colleges
 - Community Colleges
 - Proprietary or Vocational Schools
 - High School Students require parental approval (Surveyed through Zoomerang)
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The Facebook Process

- **Establishing a Facebook presence:** Set up the CSF Facebook page; include dynamic content and begin to build a fan base.
 - **Navigating the Facebook space:** Try posting the survey link on CSF Facebook Page, and on Groups for post-secondary students.
 - **Engaging the audience:** “*What’s Your Degree Worth?*” was the catchphrase we developed to capture their attention.
 - **Learning Lessons:** Too many identical postings triggers a Facebook “No-No.”
 - **The Facebook Way:** Reach new targets via Social Ads and Applications.
 - **When all else fails, try Incentives** (iPhone; Blackberry)
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The Facebook Process

- **Down the Road:** Facebook's more sophisticated tools for reaching and engaging an organization's target audiences.
 - **"Causes" Page**
 - **Applications** - are more social than mission-based.
 - **Facebook Connect:** Brings a person's social graph to an outside website so that people can participate with their FB network outside the Facebook space.
 - 2009 Inauguration streamed onto CNN.com while FB members discuss it real time with friends
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Results of the High School Survey

- The 500 High School Students we surveyed are a responsible group:
 - **70%** are planning to save for college, yet only 45% have started saving
 - **75%** think it is their responsibility to fund part or all of higher education.
 - **62%** plan to use some of their funds for college.

Results of the High School Survey

- Debt is a concern for High School students:
 - **91%** are concerned about their debt burden after post secondary

 - A majority of students will take on additional debt
 - **66%** expect to borrow.
 - Yet 80% have **not** projected the amount they will need to borrow or pay back.
 - 29% of those expecting to use loans think they will pay them off between 6-10 years; 23% between 1-5 years.

 - A majority of students expect some form of financial aid
 - **85%** expect to receive aid.
 - But only 32% have researched loans yet.
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Results of the High School Survey

- Costs of college influence *which* college they will attend.
 - 55% Definitely Yes, 31% Possibly
 - **78%** said that costs have not made them change their higher education choices. But of the 22% who said yes, 54% chose community college.

 - Students are talking to their parents (65%).
 - 63% say their parents are saving.
 - 36% are in savings accounts, 17% in 529s, 12% in education saving accounts.
 - 40% started when the children were in elementary school.
 - 38% don't know *how much* their parents have saved.

 - **72%** would rather get money toward college than gifts on special occasions.
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Questions?
