Especially for Digital Learners

MoneyU was designed with and for Digital Learners who expect integrated video, cartoons, humor, and lots of widgets and simulations to make the content fun, engaging, and effective. Lessons are short, about 3-5 minutes each.

Vivid Interactive Content

Learners have unlimited opportunities to experiment in a dynamic, self-directed environment that drives learning more than lectures or text ever could, in a fraction of the time a class would require.

Pedagogically Sound

Don’t be fooled by the fun; MoneyU tackles this tough subject with sound pedagogy and brilliant instructional design. Formative quizzes help learners test their understanding. Performance-based tasks build skills mastery. Pre- and post-tests measure the effectiveness of the course. An embedded Reference Library supports the course with credentialed citations.

Mapped to Standards

Course objectives have been reviewed against the latest and the most comprehensive Personal Finance standards in the country, including the guidelines of the National Jump$tart Coalition for personal financial literacy.
Includes Texas, Florida, New York, Wisconsin, Georgia, New Jersey, Pennsylvania, Indiana, North Carolina, McRel (a consortium including Iowa, Minnesota, Nebraska, North Dakota, and South Dakota)

Unbiased and Objective

MoneyU is not tied to any lenders, banks, credit card companies or financial institutions.

Shows Measurable Effectiveness

Research shows that rehearsal and application are key to retention. During beta testing, MoneyU delivered an average jump of over 51% in pre- vs. post-test scores.

Respects Privacy

MoneyU allows safe and personalized experimentation. All financial exercises are conducted in private and no personal data is ever shared. MoneyU retains only pre- and post-test data

Data-driven feedback

A learning management system maintains pre- and post-test data and tracks student progress through the course. This allows students to monitor their own progress and educators (and parents) to use MoneyU as a jumping off point for further financial exploration.

Cost effective

The course provides scalable, consistent, and cost-effective content delivery. As a web-delivered, asynchronous course that can be delivered anytime, anywhere, MoneyU is less expensive and far more effective than lectures, workshops, seminars, or individual counseling.

Resource Effective

MoneyU requires no special investment in hardware, software or instructor training. As an online course, even students with scheduling hurdles can get standards-based personal financial training. Facilitators can shepherd students through the course, providing just-in-time assistance.

Self-Directed Learning

Learners access the course whenever they want. Most lessons are less than 15 minutes, so it’s easy to complete the entire course in just minutes a day. Learner-driven navigation allows learners to explore topics at their own pace and to the depth they need.

Addresses the Whole Student

Students need to be financially literate. Financial competence is an essential life skill that MoneyU helps parents and schools deliver with just-in-time relevance and impact.

Convenient

Learners can access the course anytime and anyplace a broadband connection is available. This means that learning can occur outside traditional boundaries such as school calendars, instructor schedules or computer lab availability.