Personal Financial Literacy

New curriculum

Diminishing debt

Spend Smart. Eat Smart.
Dear Alumni and Friends,

Money can’t buy happiness, but the quality of our lives depends in large part on the way we manage our dollars. Whether our decisions revolve around our loved ones, our careers, or simply enjoying life, we take personal finances into account. After all, financial decisions affect almost everything from our health to our peace of mind. It follows that every adult would benefit from a solid understanding of personal finance concepts and a working knowledge of basic money management tools.

We at Iowa State were building financial literacy education programs long before the current economy made it trendy to do so. Mary Beaumont Dudley Welch began laying plans for a Department of Domestic Economy at Iowa State back in 1875 – and consumer economics has been a mainstay at Iowa State ever since.

We are proud to count ourselves among only three universities in the nation that offer full-service financial counseling to students. (See story on page 5.)

We are broadening our course offerings to extend personal financial literacy education to thousands more Iowa Staters in every major. Among the ISU students accruing money management skills are teacher education students who are learning to infuse financial literacy into core curricula for school children. (Page 3)

So, sit back, peruse our stories. As we launch our first themed issue of the newsletter, we extend our gratitude for your support, and trust that you will find our efforts effective and pivotal to improving people’s daily lives.

Kindest regards,

Pamela J. White,
Dean
Promoting personal financial education

By Mike Ferlazzo

The country’s economic downturn has made fiscal responsibility a greater priority in many homes. And starting this fall, Iowa State University students will have greater access to financial education resources so they can learn how to better manage their money, too.

Human development and family studies (HDFS) faculty have collaborated with ISU’s Government of the Student Body (GSB) to develop a one-credit, online course (HDFS 183X) that will provide students with a basic understanding of issues such as budgeting, credit, and student loans. GSB is contributing $12,600 to help fund the new course, which will be available to all Iowa State students starting this fall.

In addition to the new course, capacity in the existing three-credit Personal and Family Finance (HDFS 283) course has been doubled, and an online version was offered for the first time in the spring 2009 semester. A new faculty member will be hired to accommodate the expected increase in enrollment and further research that helps young adults chart successful economic futures.

A new lecturer/counselor has also been hired for the Financial Counseling Clinic. ISU Extension is also hiring a full-time state specialist in personal finance to enhance financial education throughout Iowa.

“GSB has been active in this effort to advance financial literacy and financial education,” said Doug Borkowski, director of ISU’s Financial Counseling Clinic, who teaches the advanced personal finance course and has helped design the new online course. “They’ve really taken the lead in bringing the issue to the forefront and saying, ‘Let’s do more and be more active.’”

Additionally, Jeanne Hogarth, manager of the Consumer Education and Research Section of the Division of Consumer and Community Affairs at the Federal Reserve Board, will serve as this year’s Helen LeBaron Hilton Endowed Chair in the College of Human Sciences. Hogarth will come to campus four times during the year to preside over lectures and forums aimed at raising the profile of financial issues critical to individual and family prosperity.

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Financial education
Continued from page 3

Time is right for financial education expansion

Christine Cook, an associate professor in HDFS who is overseeing the department’s financial education expansion, says the time is right to focus on financial literacy.

“Financial literacy and financial education are things we’ve been doing in this department for a long time,” Cook said. “So we’re really excited about the opportunity to catch this wave, where everyone is keenly aware of the national economic situation. Students, their parents and the citizens of Iowa are more in tune with this issue because of the concerns we all now have.”

Iowa State is one of only three institutions nationally that offer a full-service financial counseling clinic to its students. Borkowski reports the clinic conducts approximately 600 face-to-face counseling sessions annually. He says the new course offerings will further support his work with students.

HDFS efforts to improve personal finance education are also moving beyond the collegiate level. Responding to the Iowa Department of Education’s mandate to make financial literacy a core component of K-12 curriculum, HDFS faculty are emphasizing the need for family and consumer science teacher education students to take more courses in financial literacy.

New resources help address student debt

The expansion of financial education resources should be valuable to ISU students, who average approximately $30,000 in debt by the time they graduate. Roberta Johnson, who directs Iowa State’s Office of Student Financial Aid, said many factors have contributed to higher student debt: declining state appropriations, rising tuition, stagnant to declining student financial aid from state and federal governments, and an Iowa median family income that has increased just $4,000 over the past 10 years.

“With our consumer focus on financial issues and pragmatic approach to teacher education, the College of Human Sciences is extraordinarily qualified to ensure that young people … are primed to make sound financial decisions,” said Pamela White, dean of the College of Human Sciences.

Kimbrough promotes fiscal responsibility

Cassie Kimbrough thinks every Iowa State University student should learn the basic tenets of personal fiscal responsibility, and she’s doing what she can to make that happen. Kimbrough, a junior in family finance, housing, and policy (FFHP), and other members of the FFHP Career Club are promoting personal financial literacy classes to students across campus.

“We’ve talked about ways to bring financial literacy to the forefront, and we’re trying to encourage more people to take classes like Personal and Family Finance (HDFS 283). Now they have HDFS 183X, which I think will be great for people who may not have time in their schedule to fit in a three-credit class.

“Mostly, I recommend to students that they do simple things like track their spending throughout the month, so they can realize, for instance, ‘Oh, I really wasted money here.’ Checking up on how you’re spending your money is probably the simplest thing you can do,” said Kimbrough. “If you don’t pay attention to it now, it can grow into a scary monster.”

To learn more about members of the Iowa State University faculty who focus on personal financial literacy, visit www.hs.iastate.edu/hsmatters.
Financial Counseling Clinic helps students face, diminish debt

By Steve Adams and Laura Dillavou

For one ISU alum* graduation was more than a diploma: It meant tallying up her student loan and credit card debt, juggling her fiscal resources, and starting a savings plan that would help her down the line.

At age 22, this graduate was confused by the different terms and rates of her loans and didn’t know how to save while paying down debt. In her words, it was overwhelming. In the words of Doug Borkowski, she was the perfect candidate for counseling.

Borkowski, director of Iowa State's Financial Counseling Clinic, has seen thousands of students face their fears and come in for advice regarding their financial well-being.

“A number of factors contribute to students’ debt,” Borkowski said. “These include not knowing how much they can actually afford to borrow, not understanding the amount of future payments, and poor money management and budgeting – essentially, being financially illiterate. So our focus is on helping students now, but also providing them with the education and tools necessary to help themselves stay out of debt and reach their financial goals in the future.”

In the case of the ISU alum, she made an appointment with Borkowski and visited with him about her concerns, long-term goals, and current financial situation. After Borkowski presented tools of financial know-how, her worries eased.

“I felt kind of dumb at first, I thought I should know more about my student loans, consolidation, all of that, but I didn’t,” she said. “I wanted more information to make better decisions, so I went and got the help I needed. It was a service I wish I had utilized early on in college.”

This alum isn’t alone: Jeanna Hennick, a certified financial counselor and lecturer in human development and family studies, said the clinic’s staff sees many students who are owning up to their financial faux pas.

Hennick reported that the clinic saw approximately 600 individual students face-to-face in the 2008-2009 academic year and more than 1,200 students participated in the clinic’s student outreach workshops during the fall 2008 term. Additionally, the clinic’s experts respond to hundreds of phone calls and e-mails from students.

No matter what the issue, Borkowski and his team try to empower students and teach them to be in control of their financial futures.

“After Doug presented some options about consolidation and saving, he gave me the power and confidence to make my own decision,” the alum said.

As the College of Human Sciences continues to promote its financial literacy curriculum, Borkowski and his team of financial counselors work to heighten participation in the clinic’s outreach efforts.

“Our hope is that every student campuswide will know about our service and take advantage of it if needed,” Borkowski said. “We have definitely seen an increase in the push for financial literacy, and I hope we can continue to expand the clinic’s services in whatever way possible.”

*Alum’s name has been omitted for purposes of confidentiality.
Experts: Path to higher education costly,

**Students, professors share money-saving strategies**

By Laura Dillavou

It’s a decision anyone might have a hard time justifying: The costs of college are rising and student debt loads increasing, yet starting salaries for new graduates are not keeping up – leaving thousands of young adults stuck in the red years after receiving their diplomas.

That’s according to the Institute for College Access and Success, which reported that the average amount of student debt at graduation is $20,098. This six percent increase from 2006 to 2007 outpaced the mere three percent rise in starting salaries, raising the question of whether a college education is really worth its value amid today’s economic and employment outlook.

Despite the debt, experts in Iowa State’s educational leadership and policy studies (ELPS) department said education is still one of the best investments parents or young people can make.

“Is the purpose of a college degree always to get a better job?” asked John Schuh, distinguished professor in ELPS. “There are economic benefits, yes, but there’s also an added dimension of knowledge regarding parenting, community, and healthy lifestyles. I once read a bumper sticker that said, ‘If you think education is expensive, try ignorance.’ I think that puts it in perspective.”

Schuh said there are many ways students can fulfill their dreams of attending a four-year college or university of their choice without accumulating 20 years worth of debt.

According to Schuh, planning, hard work, dedication to savings, and research can place students on the track to affordable education.

“Ideally, parents would help students out to the best of their economic ability,” Schuh said. “But, if that’s not the case, teenagers should save money from their part-time jobs, take [advanced placement] courses in high school for college credit, and take advantage of dual-enrollment programs with local community colleges. The key is figuring out which institutions will meet your needs and still be [financially] manageable.”

Schuh advised that once in college, students use summers to earn transferable community college credits or gain experience – and even pay – through internships. Working on campus, leaving a car at home, and living in low-cost housing can also help students save valuable dollars during college.

**Alternative routes**

For some students, starting out at a four-year institution just isn’t in the cards. Christine Mackie, a junior in dietetics, said starting at Hawkeye Community College in Waterloo was the best way to acclimate herself to the college setting and obtain affordable education without getting overwhelmed.

“Coming from a small high school, I didn’t know how I would adjust to big class sizes and a large campus,” Mackie said. “With my interests in the dietetics field, I always knew I would transfer, but starting at Hawkeye allowed me to get my [general education] courses out of the way in smaller classes. Plus, I saved a lot of money.”

Mackie’s decision is not unique. Iowa State admissions saw 945 students successfully transfer from Iowa’s 15 community colleges to campus in the fall 2008 semester. Given the rise in tuition and student debt, the option of starting at a community college and transferring to a four-year institution is becoming more popular.

Linda Serra Hagedorn, professor in ELPS and expert in the area of community college student success, is a graduate of a community college herself – and sees two-year programs as a viable option for many of today’s students.

A rising number of community college students use two-year programs as a springboard to rewarding higher education endeavors, such as master’s degrees.

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Photo by Jolesch.
yet well worth the price

SIn the end, the diploma doesn’t say whether you started at Iowa State or started somewhere else,” Hagedorn said. “It is certainly a more economical choice, and it eases the transition between a K-12 environment and the university lifestyle.”

As part of ISU’s admissions partnership program agreement, students who wish to transfer after graduating from community college are put in contact with Iowa State admissions personnel and department academic advisors to ensure they stay on track with coursework. For Mackie, the process made her feel at home with the dietetics program even before coming to campus.

“The advisors in the dietetics department really took the time to understand my needs and career goals so that I wouldn’t waste any time or credits,” Mackie said. “It helped me feel more prepared to start my classes at ISU and not feel as though I was behind.”

For more information on student debt, visit www.hs.iastate.edu/hsmatters.
Workplace wellness improves employees’ health, companies’ wealth

By Steve Adams

Workplace wellness and financial literacy are two concepts that probably don’t seem to share much common ground. But Greg Welk, associate professor in kinesiology, believes they do.

“Most people probably think of financial literacy from an individual standpoint, involving things like risk, investments, and being savvy about their finances,” Welk said. “But organizations have to be financially literate and savvy as well – and workplace wellness is one of the soundest financial investments a company can make.”

As Welk explained, the general idea behind workplace wellness is that healthy employees are better employees – in more ways than one.

“[Healthy employees] are less stressed and more productive, are sick [less] and miss work less, and just generally feel better,” Welk said. “So it’s a win-win for employees and the employer if companies are willing to put more money into wellness.”

And according to Welk, many have. He said almost all large worksites offer comprehensive workplace wellness programs, which might include health risk appraisals for employees that allow the company to look at aggregate risk across the company; incentives for participating in health screens and physicals; and free on-site gyms or subsidized off-site gym memberships.

Welk added that companies benefit not only from workers’ increased productivity – healthy workers also add savings to a company’s bottom line.

“The cost of health care is rising faster than the rate of inflation, and there are some estimates that fifty percent of a company’s profits go to paying health care costs,” Welk said. “So companies can definitely cut costs by putting money into prevention. They can save a great deal of money, but companies have to be willing to commit to health promotion and prevention programming.”

While offering this financial advice to corporations, Welk is making no exceptions for his own employer. Welk and Sally Barclay, ISU wellness coordinator, helped develop ideas for a comprehensive faculty and staff wellness program.

Welk and Barclay hope to deliver wellness programming through coordinated service learning experiences in Welk’s “Worksite Health Promotion” (HS 380) course. Welk said this would benefit both the university and its students.

“With the unique concept we have, we can use faculty, staff, and students to provide on-site workplace wellness programming to the university at a fraction of what it would otherwise cost,” Welk said. “Faculty would be able to build diverse research studies off this program, and students would receive a valuable learning experience by learning how to become an effective worksite wellness professional.”

AACFS distinctions

Among those honored recently by units of the American Association of Family and Consumer Sciences (AAFCS) were Iowa State University students and recent graduates:

• ISU Family and Consumer Sciences Education and Studies (Student) Club, Standard of Excellence Award and the Community Service Award
• Valarie Betz (MS ’01, PhD ’08), Outstanding Dissertation Award from the Teacher Educators in Higher Education
• Jennifer Murnane (PhD ’08), Outstanding Student Research Award from the Family Relations and Human Development Community
• Nina Roofe, doctoral candidate, first place in research poster competition, from the Colleges, Universities, and Research Community
• Darby Thompson Sewell (PhD ’08) named New Achiever
• Brooke Weekes (MEd ’07) named New Achiever
• Axton Betz, doctoral candidate, Jewell L. Taylor Fellowship
• Amanda Repp, junior, elected secretary of the Student Unit
Take back the economy through fiscal responsibility

By Tahira Hira

The president has called the weakened economy “a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age.” While President Obama is addressing this situation, we can all do more to take back our economy by practicing fiscal responsibility in our own lives.

We can do that by falling back on old and golden principles of managing our finances. Ironically, to prepare for the president’s call for a new economic age, laws that governed money in Babylon 6,000 years ago still apply. George Clason captured these ancient parables in his series of 1920s informational pamphlets about being thrifty and financially successful. In his book, “The Richest Man in Babylon” (New American Library, 1926), he provided the following tips, which can still serve as golden rules of money management today:

1. Start thy purse fattening (for every 10 counts you earn, take out but nine). We should save 10 percent of what we earn and then use that money to build a rainy-day fund for future short- and long-term goals.

2. Control thy expenditures (budget to pay for necessities, luxuries, without spending more than nine coins). We should carefully plan our spending – differentiating between needs and wants – and then prioritize our most important needs and take care of them first.

3. Make thy gold multiply (put each coin to laboring that it may reproduce its kind). Make your money earn more money. Invest wisely. Learn about the time value of money.

4. Guard thy treasures from loss. We should have an appropriate risk management plan so we don’t open ourselves up to large and unexpected losses. In particular, we should protect ourselves from loss of income due to premature death and disability, loss of property and liability claims.

5. Make thy dwelling a profitable investment. We should build equity in our homes, making sure that part of our mortgage payments go toward building that equity. We should not borrow against the home for current consumption, which reduces or eliminates equity.

6. Insure your future income, increase thy ability to earn. We should continue to further our education and training so we are more productive and always relevant to the ever-changing workplace.

7. Provide in advance for the needs of thy growing age. We should save and invest for our retirement as soon as we start working, by taking advantage of tax laws and employer-provided retirement plans.

8. Must make a will of record that in case the Gods call you, proper and honorable division of property be accomplished. Wills are not just for the rich. They give everyone the opportunity to make plans for proper care of things they own for people they care about. This helps reduce time, money and family stress while settling financial matters after your death.

9. Cultivate your own power, study and become wiser and skillful. We should learn about our own financial matters and the tools that are available to keep us from making bad decisions – such as a mortgage we cannot afford, an insurance policy we don’t need, and investments that are too risky.

By using these rules as our guide, we can all do our part to take bold and swift action to secure our financial future and help improve the current state of the economy. While the government is taking corrective economic actions, our prosperity as a nation depends upon the personal financial prosperity of each individual – including yours.
“I have two daughters who are in their 20s,” Martin said. “A lot of their friends [say], ‘I don’t know how to cook, but that’s okay. I’m [going] to eat out.’ Nobody really cared when they had enough money. But now that money’s tight, people are getting a little more interested.”

Among the interested parties are other universities, which have not only requested use of the site but also enhanced it. Students from South Dakota State University have created cooking videos that will be added to the site, while faculty from Texas A&M University have translated its content into Spanish. The site’s contributors update it regularly and give topical food purchasing and preparation advice via the blog, which has recently focused on graduation party budgeting and popular shopping myths. Nearly 700 people have subscribed to the blog, and the site received an average of 160 daily visits in April, according to Martin.

“We wanted this to provide very practical, up-to-date information that would be easy for people to access,” Martin said. “People are very busy … and 20- to 40-year-olds do a lot of surfing of the web, so we thought this would be a good medium to get the information out.”

For advice on eating well without breaking the bank, visit www.hs.iastate.edu/hsmatters
> Spend Smart. Eat Smart.
Forming a foundation in financial education

By Scott Schrage

Iowa State University’s College of Human Sciences and the Iowa Department of Education believe that financial education – like all education – should start at a young age. With that in mind, instructional leaders are collaborating to implement an Iowa Core Curriculum that builds a strong foundation in fiscal responsibility among prekindergarten through 12th-grade (PK-12) students.

According to the Iowa Department of Education, “The intent of the Iowa Core Curriculum is to ensure that all Iowa students have access to the challenging and meaningful curriculum that prepares them for success in postsecondary education and the emerging global economy.”

A major aspect of this emerging curriculum is imbuing students with 21st century skills – including financial literacy. Iowa State’s University Teacher Education Program (UTEP) is taking steps to ensure that the state’s next generation of PK-12 teachers is qualified to do just that.

“There’s no question that financial literacy is an important component to have within our program,” said David Whaley, director of UTEP and associate dean for teacher education in the College of Human Sciences. “I think we can [feel confident] that it’s already being embedded within our curriculum. Yet what I’m most interested in is answering the question, ‘How much more do we need to do to ensure our candidates are prepared to instill financial know-how in their students?’

Whaley noted that UTEP will educate its student teachers about how to integrate financial literacy within every discipline – not just those subjects typically associated with it.

“It’s not discrete,” Whaley said. “It’s not saying, ‘Financial literacy will happen here, in a specific class. There – check it off the list.’ Within our teacher education program, we are working to ensure that the Iowa Core Curriculum has a place in every course and all field experiences.”

The Iowa Core Curriculum will be implemented at the high school level by 2012 and the elementary level by 2014. Like the curriculum’s other components, financial literacy lessons will be carefully tailored and divided into grade-appropriate segments: kindergarten through second grade, third through fifth grade, sixth through eighth grade, and high school. While a fifth-grader will be taught to understand the concept of debt, a senior will be able to identify different types of insurance and prepare a budget. According to Whaley, this specialization will be echoed in ISU’s teacher education program.

“As our students move forward through the program and actually engage in [content-specific] courses, they’ll learn more specific skills necessary to teach financial literacy. In our instructional technology area, for example, they’ll learn appropriate software that will help them teach financial literacy, whether it’s an Excel spreadsheet or money management program.”

Whaley is confident that ISU’s teacher education program’s close relationship with the state’s elementary, middle, and high schools will ensure a successful integration of the Iowa Core Curriculum and its emphasis on financial literacy.

“The divide between our teacher education program and what’s going on in the PK-12 schools is very narrow,” Whaley said. “We are not isolated in an ivory tower. We’re rolling up our sleeves and meeting our partners in the public schools. Together, we can continue to do great things.”

For more detailed information on the Iowa Core Curriculum, visit www.hs.iastate.edu/hsmatters.
Experts find food insecurity, health issues related and on the rise

By Laura Dillavou

When the nation’s “land of plenty” hit poor economic times, Iowa State University researchers found that Iowans have a food insecurity rating of 11.7 percent – slightly higher than the national average of 11 percent.

An ISU survey has revealed that, in addition to being food insecure, food pantry clients in Iowa have – and are more susceptible to – severe health problems such as diabetes, high blood pressure, and obesity than the general population.

Steve Garasky, a professor in human development and family studies (HDFS), has worked closely with Kim Greder, an associate professor in HDFS, and county ISU Extension nutrition and health field specialists to learn more about the living, eating, and wellness habits of food pantry clients. The researchers’ 2008 questionnaire, conducted in Black Hawk, Kossuth, Polk, and Woodbury counties, revealed valuable information regarding the resources, needs, and living conditions of this population.

According to the U.S. Department of Agriculture, food insecurity is defined as times during the year when households are uncertain of having, or are unable to acquire, enough food to meet the needs of all their members because they have insufficient money or other resources for food. Research by ISU faculty further solidifies the link between food insecurity and other major issues affecting lifestyle.

Garasky said obesity, diabetes, and other chronic health problems have implications beyond an individual’s well-being.

Consequences of health problems – in addition to food insecurity and issues related to housing, education, and available resources – have created strains on society, he said.

“We have to look at how health and healthy living can affect an individual’s ability to be a productive member of society,” Garasky said. “We need to look ahead and start to make changes today so our communities [and] our country will be better off in the future.”

As a result of food insecurity research findings, many communities have utilized Iowa State Extension programming to help individuals and families facing the issue.

Two of these ISU Extension programs are the Expanded Food and Nutrition Education Program (EFNEP) and the Family Nutrition Program (FNP). These programs, run by Extension field staff, help adults and youth in more than 20 Iowa counties learn to make informed choices about low-cost, nutritious foods; better manage family finances; and become more self-sufficient.

The ISU Extension to Families Food Insecurity web site also offers tips and assessment tools for community leaders or volunteers who plan to start proactive, anti-hunger efforts.

Greder anticipates that the current state of the economy will increase the number of food-insecure Iowans – and the number of communities looking for ways to help.

“With more and more people becoming unemployed, the food insecurity rate will only increase, and the research will increase as a result of that,” Greder said. “It’s a complex problem with many entities that affect many people. We want to help communities understand how all people can have stable access to healthy food.”

Researchers have found that Iowans have a food insecurity of 11.7 percent – higher than the national average.

A food pantry volunteer stocks the shelves with healthy food choices, such as soup and canned fruit. ISU experts say health concerns associated with food insecurity are on the rise in Iowa and they are working toward practical solutions. Photo by Laura Dillavou.
ISU teams capture second place in food technology nationals

By Mike Ferlazzo

Fruit/soy beverage satisfies palates, judges

Tony Haun, a member of the Iowa State University Food Science and Human Nutrition Product Development Team that created FruitSoylicious®, reports that most people who have sampled the fruit/soy beverage have found it to be delicious.

In a taste test by 110 Iowa State subjects this spring, 92 percent said they would purchase FruitSoylicious® – and .86 percent of panelists who don’t usually consume soy products indicated that they would purchase the beverage.

More importantly, in June, judges at the national Institute of Food Technologists (IFT) Product Development Competition in Anaheim, Calif., liked it enough that Iowa State’s team finished second. What’s more, two companies scouting potential new products at the competition have offered to produce the beverage.

“That is exciting to have companies come up to you and say, ‘We’d like to produce the product,’” said Haun, a junior food science major originally from Dubuque.

In addition to Haun, ISU’s team members included Megan Wiley (Adel), Zara Nazareth (Mumbai, Maharashtra, India), Yanjun Liu (Chengdu, Sichuan, People's Republic of China), Devin Dutilly (Glendale, Wis.), Candace Ilg (DeWitt), Janelle Brewer (Des Moines), Huey Shin (Rachel) Gan (Petaling Jaya, Malaysia) and Charlwit Kulchaiyawat (Des Moines).

Quiz contestants nab second in nail-biter

The ISU Food Science and Human Nutrition College Bowl team also placed second at the national IFT Product Development Competition – losing by just one question in the tiebreaker in the final rounds.

College Bowl team members are: Jose Gerde (Acevedo, Buenos Aires, Argentina), Stephanie Volk (Rockford), Charlwit Kulchaiyawat (Des Moines), Timothy Anderson (Ankeny), David Manu (Ames), Molly Mayer (Marcus), Marne Parriott (Newton), Emily Griep (Sauk Centre, Minn.).

Jeanne Hogarth

FRB financial expert named 2009-10 Hilton Chair

Jeanne Hogarth, Federal Reserve Board program manager for the consumer education and research section of the Division of Consumer and Community Affairs, will serve as the 2009-10 Dean Helen LeBaron Hilton Endowed Chair in the Iowa State University College of Human Sciences.

Hogarth, who specializes in consumer finance, consumer information and protection, and microeconomics, will give her first public lecture on Sept. 22 at 8 p.m. in the Sun Room of the Memorial Union.

As the Hilton Chair, Hogarth aims to support Iowa State activities that will enhance students’ financial literacy by bolstering research and funding of initiatives and improving the skills of K-12 teachers, Extension field staff, and other community outreach entities.

“Jeanne’s presence and expertise comes at a great time for our college, campus, and community,” said Dee Draper, interim chair of human development and family studies and co-chair of the Hilton Chair committee. “Everyone can benefit from learning about her research and how to become a more competent consumer.”

Established in 1995, the Hilton Chair was endowed by a gift of more than $1.3 million from the estate of Helen LeBaron Hilton, who served as dean of the College of Home Economics from 1952 to 1975. That college is now part of the College of Human Sciences.

For more information, visit www.hs.iastate.edu/hiltonchair.
Kadolph named to Danielson Professorship

Sara Kadolph, professor in apparel, educational studies, and hospitality management (AESHM), has been named the inaugural Donna R. Danielson Professor in Textiles and Clothing.

The professorship was made possible by a bequest from the late Donna Danielson, an Iowa State alumna who served as a professor of textiles and clothing and art and design, from 1964 to 1991. Kadolph, whose research focuses on textile chemistry and natural dyes, said the professorship will be a good fit for both her and Danielson’s interests.

“This professorship will allow me to concentrate on boosting the visibility and recognition of the Textiles and Clothing Museum, as well as continuing to work with our [collection] storage facility and the Danielson conservation lab,” Kadolph said.

Among Kadolph’s objectives for this professorship is creating a much stronger presence for the Center for Visual Learning in Textiles and Clothing (CVLTC), which includes the Mary Alice Gallery, Donna Rae Danielson Textiles and Clothing Conservation Lab, and the collection storage room. Kadolph said she hopes to elevate the CVLTC through a stronger web presence, increased student involvement, and enhanced outreach to community members and school children.

In a year of financial uncertainties, schools nationwide have refocused campaign efforts to meet goals and budgets. Iowa State University and the College of Human Sciences are likewise doing their best to weather the economic climate with a bright outlook on the future.

Melissa Hanna, ISU Foundation executive director of annual and special giving, has educated many donors about how contributions benefit the university’s programs.

“Our mission is to make Iowa and the world a better place … and we can’t do that unless we have the best faculty and resources to educate our students,” Hanna said. “In one way or another, every dollar that comes through the door is dedicated to supporting students.”

Hanna said meeting donors’ requests is a very high priority.

“We are very donor-centered and want to make sure their wishes are fulfilled through their gift,” Hanna said. “Once they’ve decided the program their gift will benefit, the college or unit works with the donor to decide on more specific uses of the money. Gifts result in scholarships, study abroad funding, and high-tech lab equipment.”

According to Hanna, 92 cents of every donated dollar are put toward a donor’s program of choice – a ratio that assures donors’ gifts are spent as intended and one that compares favorably to other philanthropic organizations.

College of Human Sciences Dean Pamela White added that a sophisticated donor compliance program ensures that dollars are impacting students in the best way possible.

“I hope people realize how important every dollar is to our students and programs,” White said. “[That support] continues to make Iowa State a great place to live, learn, and work.”

Recent gifts in the College of Human Sciences, including the Palmer Building, Donna R. Danielson Textiles and Clothing Lab, and ten endowed professorships, have had a huge impact on the quality of program offerings, said White.

“Each donation – no matter what the size – is a gift that helps students achieve their goals,” White noted.

Both Hanna and White said investments in Iowa State reach far beyond campus.

“Iowa State is vital to our state and nation,” Hanna said. “Our students leave campus and make an influence in their world. I don’t know of anything that could be more positive for our society.”
No ‘wine-ing’ here: CHS alum sees business thrive despite economy’s woes

By Laura Dillavou

If a luxury vacation isn’t in the cards this year, consider embarking on the newest way to get away – the “staycation.”

Coined by the popular press, a staycation is as simple as it sounds: Instead of jetting off to high-class resorts, sharp-eyed consumers are making the most of nearby attractions for some affordable rest and relaxation.

College of Human Sciences alumna Susan Johnson Ridley (food science and human nutrition ’61) has witnessed the increase in daytrips and weekend getaways through her work in marketing and wine sales at Hendry Ranch winery – a small estate located in southwest Napa Valley, Calif. A partner in the business, Ridley said conscientious consumers are taking advantage of nearby tourism hot spots to save time, money, and resources.

“We have people come here from all over the United States, but there is a much higher percentage of locals coming in for tastings and tours,” Ridley said. “People value the small, intimate, factual tours [of the winery], and recognize that when they are here, they are treated like guests – no matter where they are coming from.”

Ridley said the winery has made a series of smart business decisions to accommodate the trend of small-scale vacations. With an increase in visitors and strong wine sales internationally and domestically, one of the winery’s best forms of marketing is coming from a virtually free source – the Internet.

“We’ve seen a lot of people use web sites to post reviews and opinions of their experiences at Hendry,” Ridley said. “I think that has really helped to get our name out among younger people and those looking for wines that are affordable, yet of high quality. It’s very rewarding to hear and see people enjoying our product and making the most of their free time.”

But along with more customers comes harder work, said Ridley. The Chicago-area native said her time at ISU taught her diligence, focus, and confidence in her own abilities – skills that she still carries with her.

“I think a lot of people are realizing they need to concentrate and keep their nose to the grindstone,” she said. “We’ve created a niche for our winery among the premium Napa Valley wineries. We provide a personal and focused experience to the people visiting Hendry. We want to interact with our visitors and give them what they came for – and that’s true value.”

A silver lining amidst a year of economic decline, the staycation may be here to, well, stay.

“People come and leave relaxed, without hurry, and have truly taken the time to enjoy themselves while spending less money than they may have on a big getaway,” Hendry said. “It’s a quality experience at an affordable price.”

For more information on the Hendry Ranch winery, visit www.hs.iastate.edu/hsmatters.

Five quality staycation ideas

- Sporting events and stadium tours
- Camping (also hiking, biking, wilderness viewing areas and state parks)
- Regional amusement parks
- City festivals
- Family fun centers (with bowling, miniature golf, go karts, and laser tag)

Especially for adults

- Sunset cruises on a lake (usually with dinner)
- Wine-tasting and winery tours
- Community theater and touring stage productions
- Historic home tours
- Concerts
- Staying at a local resort for a few days
- In-town bed and breakfasts

Shoppers jaunt to big cities in their quests to find exciting products and brands, but according to one Iowa State expert, buying locally is exactly what keeps Main Street USA thriving.

Linda Niehm, associate professor of apparel, educational studies, and hospitality management, said retail plays a major role in keeping small towns alive. The researcher sees the recent economic changes as beneficial for both small businesses and consumers.

“People have become accustomed to driving to larger cities – farther away from home – for more choices or [seemingly] better prices,” said Niehm, an expert in the area of community resiliency. “But in reality, the expenditures of time, effort, and gas do not always make up for dollars saved. I think people would be surprised to see the availability of goods and services from small businesses in their communities.”

Despite the economy, Niehm said it is an opportune time for small businesses to bolster their relationships with citizens and create a loyal customer base. Niehm added this can also work in favor of consumers, who may be able to take advantage of prices, specialty items, one-on-one service, and a business’s specialized skills without the added cost of time and travel.

“One of the major differences people find between a big-box store in a large city and the business on Main Street is that the small business owners truly care about their patrons,” Niehm said. “They want each person to have a good experience and come back. It’s a level of customer service not found in many [larger] stores.”

Through years of research in small towns and cities, Niehm has found that communities’ economic success and resiliency also rely on a strong network of support from city government, citizens, and businesses that help create and maintain a town with strong social capital and economic viability.

“No two communities are the same, but in study after study, we’ve found that those [communities] with greater social capital (community support, reciprocity, commitment, and vision) will be better off in the long run,” Niehm said. “They have the skills and support to weather the economic shock factors, and often, as a result of doing so, have stronger school systems and governments.”

Above all, she added, the economic downturn has shaped citizens who are much more aware of financial risk and willing to consider their options before splurging or making big-ticket purchases.

“We see people taking a giant step back from spending and credit card use,” Niehm said. “They are starting to think beyond tomorrow and are now considering the long-term effects their consumer habits will have on their family, the environment, and the community they live in. I think people are starting to see the value in the resources they have at hand, and are considering the best usage of their time, effort, and dollars.”