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## NASPA ENDORSES ALCOHOLEDU AND BUTTONWOOD AS THE LEARNING PLATFORMS TO INCREASE STUDENT RETENTION AND IMPROVE ACADEMIC SUCCESS

Washington, D.C. – November 10, 2011 – NASPA – Student Affairs Administrators in Higher Education, the leading association for the advancement, health, and sustainability of the student affairs profession, today announced a partnership with EverFi, Inc. to address the primary causes of academic failure and dropout – financial issues and the misuse of alcohol. Through this partnership, NASPA has officially endorsed two of EverFi’s learning platforms, **AlcoholEdu®** and **Buttonwood™ Personal Finance and Student Loan Management**, for institutions of higher education.

In addition to recommending the adoption of these critical programs to their members, NASPA will collaborate with EverFi to conduct original research into financial literacy, student loan management, alcohol, and other health-related issues among college students. Together, the organizations aim to provide fresh insights and world-class professional development training on these challenges for student affairs professionals.

“Student affairs professionals are in an incredible position to become the ‘retention arm’ of higher education,” said EverFi Executive Vice President Brandon Busted. “Our goal is to help them and their institutions get to the root of the problem by teaching critical life skills, through programs that are scientifically proven to change student behavior. If students are making smarter decisions about alcohol and feeling more in control of their finances, then they are much more likely to be academically successful.”

“EverFi is a world-class resource poised to help campus leaders improve their institution’s metrics for student persistence and engagement,” said NASPA Associate Executive Director Kevin Kruger. “Their ability to build effective programs is unparalleled, as evidenced by the new federal government study showing that **AlcoholEdu®** works. Their deep expertise as the largest provider of online personal finance education is going to benefit college students perhaps more than anyone.”

**AlcoholEdu®** is the only program scientifically proven to reduce the negative consequences of drinking that impede academic performance, such as missed classes, injuries, and sexual assaults. The program incorporates the latest evidence-based prevention methods to create a highly engaging user experience that inspires students to reflect on and consider changing their drinking. **AlcoholEdu®** uses proprietary adaptive pathing to provide a highly personalized experience to all students, based on their drinking choices and

readiness to change. The 2.5-hour course is used by more than 500 colleges and universities and by 36% of incoming first-year students each year. With a federal government study and 8 published articles documenting its efficacy, it has become the standard in higher education.

**Buttonwood™** is a turnkey solution to empower students with the financial skills necessary to successfully manage their finances and loan responsibilities while in school and beyond; and to minimize dropouts and student loan defaults through education. The platform includes a compressed and sophisticated new-media presentation of key financial literacy concepts, complemented by an interactive, highly customized gaming simulation that provides a different experience for each individual. **Buttonwood™** adapts to each user so that the educational content around loan management is most applicable to them.

“With the Obama Administration issuing a call to raise college graduation rates in the U.S., we have a unique opportunity to bring critical attention to the connection between student success and alcohol education and financial literacy,” said Kruger.

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#### **About NASPA – Student Affairs Administrators in Higher Education**

NASPA - Student Affairs Administrators in Higher Education is the leading association for the advancement, health, and sustainability of the student affairs profession. We serve a full range of professionals who provide programs, experiences, and services that cultivate student learning and success in concert with the mission of our colleges and universities. Founded in 1919, NASPA comprises more than 12,000 members in all 50 states, 29 countries, and 8 U.S. Territories.

Through high-quality professional development, strong policy advocacy, and substantive research to inform practice, NASPA meets the diverse needs and invests in realizing the potential of all its members under the guiding principles of integrity, innovation, inclusion, and inquiry. For more information, please visit our website at [www.naspa.org](http://www.naspa.org).

#### **About EverFi, Inc.**

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Alcohol Abuse and Sexual Assault Awareness, and additional product areas to be announced in early 2012. The company is powering a national movement in 50 states that enables students and adults to learn using the latest technology, including rich media, high-definition video, simulation, diagrams, and avatars. More than 4 million students have completed EverFi education technology platforms, and the company has nine published studies documenting the efficacy of several of these platforms. Learn more at [www.everfi.com](http://www.everfi.com).