



LINFIELD STUDENTS ARE GAME FOR FINANCIAL INFORMATION



When Linfield College's financial aid team decided to apply for an EdSHARE grant, creativity was their top priority. "We were looking for something different," says Dan Preston, dean of enrollment management and director of financial aid. "We wanted students to be able to actively participate, and we wanted to give them financial information in some kind of format that wouldn't just end up in a drawer or in the wastebasket."

Dan credits Sharon Sweeney, loan coordinator, with outside-the-box think-

ing on what would play well with new college students already overwhelmed with information. The result? *Moolah!*, a college-bowl-style game show where both the players and the audience walk away winners and take home an unusual "brochure" that's smaller than a deck of cards.

The game show, staged on two evenings last fall, drew eight teams of four freshmen each and audiences of more than 125 students each night. The teams faced lightning rounds of rapid-fire questions, followed by individual questions for each team member. In a *Jeopardy*-style final round, teams

wagered some portion of their points on their ability to provide a correct answer. Prizes, awarded at several levels of competition and given away to audience members, included theater and coffeehouse gift certificates, personal music players, airline vouchers and more.

Questions ranged from simple facts about student loans to arcane details about investments, financial management and credit decisions. They were developed by a team of a dozen students, hired to carry out research and manage the project under the direction of an external marketing consultant. The information was also put to use in a brochure that looked much like a stack of business cards held together in one corner with a metal grommet.

Dan says the event and the brochure proved both popular and informative. Students who conducted the research, participated on the teams or sat in the audience all had the opportunity to learn in a fun, interactive environment. The brochure, delivered to 1,650 student mailboxes at the campus, was viewed by students as something unique that was worth holding on to.

Would Linfield use the game show approach again? "Absolutely," says Dan. And the college has captured all of the materials on a CD, as well as posting the game show itself on the Linfield Web site, so it can share its success with other institutions as well. "Students learned from it, we learned from it, and with the help of EdSHARE, we're happy to share what we developed with others," Dan says. ✪

~ Kathy Beasley