Wiley Saves Report
Wiley College, an institution of higher learning hosted the America Saves Week from February 24 to March 1st, 2014. This is not the first time this event of a great caliber has been organized on campus. But the uniqueness of this year is the fact that the event transcended the entire campus community involving staff, faculty and students.

This year Wiley College decided one more time to put an emphasis on savings by encouraging its whole community to commit to save money. Developing and working as a student-centered institution, our institution empowered its students by giving them the opportunity to coordinate such an important week.

America Saves Campaign re-branded as “Wiley Saves” kicked off in February 24 with a press conference, Faculty and Staff Registration, and continued through the week with discussion sessions in classes and finally was concluded with a public awareness event on the campus yard.

**Press Conference**

On February 24th at 11 am (central time), Wiley College participated to a press conference organized by the Consumer federation. At this press conference, governmental and non-governmental institutions as well as business corporations shared their experience and what they are doing to promote savings. Our institution as well highly represented by the Vice President of Student Affairs and Enrollment Services, Dr. Joseph Morale had the privilege to share its experience on savings making Wiley College the first HBCU throughout the nation to be a part of this amazing experience.

**Staff and Faculty Registration**

On the same day, a group of students in charge of coordinating the week visited various offices to share with faculty and staff on savings and encourage them to sign up for America Saves. Faculty and staff were receptive to the initiative and committed themselves to helping raise the awareness in their classes.

**Classroom discussions**

Classroom discussions started from February 25 to February 27. Professors helped facilitate this event in their classes by allowing us to spend about 15 minutes of their class time to talk and engage students about the importance savings. This awareness in classes allowed us to better pass the message and students were excited and receptive thanks to the fact that they
saw their peers at the forefront of the cause. Some students during classes recommended that we organize more and more educational events such as this to empower them to help their family and friends. We have seen some students during our classroom sessions using their smart phones to browse the America Saves website to learn more about this week and sign up.

**Wiley Saves at the courtyard**

This was the biggest public awareness event we have been able to organize on campus. It took place on February 27 from 4 pm to 5:30 pm (Central time). The main objective of this event was to touch more students and members of our community and encouraging them to sign up for America Saves. With the help of our organizations such as the Business Management Club, the Accounting Club, the National Society of Collegiate Scholars, Enactus and the student Government Association, many students visited our stands on the yard.

Thanks to the leadership of the Student Advancement Institution under Dr. Suzanne Mayo, we pulled out a successful event by having refreshment and T-shirts (with the Wiley Saves Brand) that have been distributed to students who attended this event en masse. Students while attending the event used their smart phones to sign up for America Saves online. It is important to mention that 150 T-shirts have been given to the first students to sign up for America Saves at the courtyard. More than 320 students signed up in the yard. Furthermore, during the campaign on the yard, a group of students walked around the campus to raise the awareness of their peers and signing them up on America Saves.

The success of this event spoke of itself to the extent that we had more students even coming to sign up after the activity.

**Take Ownership and Sign Up**

From February 28 to March 1st, the coordinating group motivated students to sign up themselves and share this experience with their families, friends as well as church communities they attend.
Our Perspectives

Thanks to this initiative Wiley College plans on making “Wiley Saves” a program initialized in our calendar of events.

Next year during the Wiley Saves 2015 Campaign, Wiley College aims at collaborating more with local banks to have students open savings accounts enabling them to save more money while their re-funds checks are directly deposited into their accounts. In addition, more awareness events will be organized in the community to show Wiley’s vision to empower the community in which it is established.

Organization-Partners

Thanks to the leadership of students-led organizations and Wiley departments below, this campaign has been one of the most successful events on our campus. We owe the success of this event to students, faculty and staff who spent extra time working toward the financial empowerment of the community.

Wiley Departments: Student Affairs and Enrollment Services, the Institution of Student Advancement and the Business and Technology department.

Faculty & Staff Registration

Students Awareness