

# CFP Board Education Update

Live Webinar Broadcast

April 15, 2009

1:30 p.m. – 3:00 p.m. (ET)

# Today's Webinar

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Hosted by:

**Carol Lee Roberts, CFP®**

Managing Director of Education, CFP Board



# Guest Speaker

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Ivan C. Roten, CFP®  
2009 Chair, Council on Education



# Ivan C. Roten, CFP®

*2009 Chair, Council on Education*

- Program Director for the BSBA, Finance and Banking program and the Executive Certificate in Financial Planning program at Appalachian State University.
- Ivan is an Associate Professor in the Department of Finance, Banking and Insurance at Appalachian State University.
- He teaches financial planning, investments, corporate finance and MBA Managerial Finance.

**CFP BOARD STRATEGIC PLAN**  
FY2008 – FY2010

CERTIFIED FINANCIAL PLANNER  
BOARD OF STANDARDS, INC.

CREDENTIALING

EDUCATION

ENFORCEMENT

COMMUNICATION

ADVOCACY

SUSTAINABILITY

Mission: To benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning.

CREDENTIALING

EDUCATION

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# Mission

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CFP Board's Mission is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning.



CERTIFIED FINANCIAL PLANNER™

CFP®

Certified Financial Planner Board of Standards Inc. owns these certification marks in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

# Role of Education

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Education is at the core of this mission, providing a foundation of knowledge for current and future CFP<sup>®</sup> certificants, while setting high standards for continuous learning and growth in the field of personal financial planning.

# Did You Know?

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- The most-used feature on CFP Board's Web site, [www.CFP.net](http://www.CFP.net), is the CFP<sup>®</sup> certificant search function.
- 1,032,889 CFP<sup>®</sup> certificant searches were generated through CFP Board's Web site during 2008.

# Role of Education



## EDUCATION

### Objective:

Establish and enforce educational standards for enhancing the knowledge, skills, and abilities of current and potential CFP<sup>®</sup> certificants.

# Council on Education

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- The Council's purpose is to support the education objective through recommendations made on actionable items related to the education process.
- Such recommendations take into consideration the needs of students, employers, CFP<sup>®</sup> certificants, and educational institutions.

# Recent Recommendations

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- Recent meetings: December and April.
- The recommendations made will impact Registered Programs and Continuing Education Sponsors, as well as pre-certificants and CFP<sup>®</sup> certificants.

## *Questions?*

Submit Questions through the Webinar Interface  
or by e-mail to:

[Webinars@CFPBoard.org](mailto:Webinars@CFPBoard.org)

# Did You Know?

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- The CFP<sup>®</sup> Certification Examination is offered each March, July and November. November exams historically have the highest registration numbers.
- The cumulative average pass rate for the CFP<sup>®</sup> Certification Examination has remained steady at 57% for several years.

# New Registered Program Requirement

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- A Financial Plan Development Course will be required of all Registered Programs by January 1, 2012.

# Financial Planning Standards Board

## *Background*

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- CFP Board's international counterpart, the Financial Planning Standards Board (FPSB), recently adopted a Financial Planning Curriculum Framework that includes a comprehensive case study component.

# Did You Know?

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- In 2007, CFP Board became a member of Financial Planning Standards Board Ltd. (FPSB), the organization that owns the CFP marks outside the United States
- There are now more than 115,000 CFP professionals in 23 territories around the world.

# Financial Plan Development Course

## *Framework*

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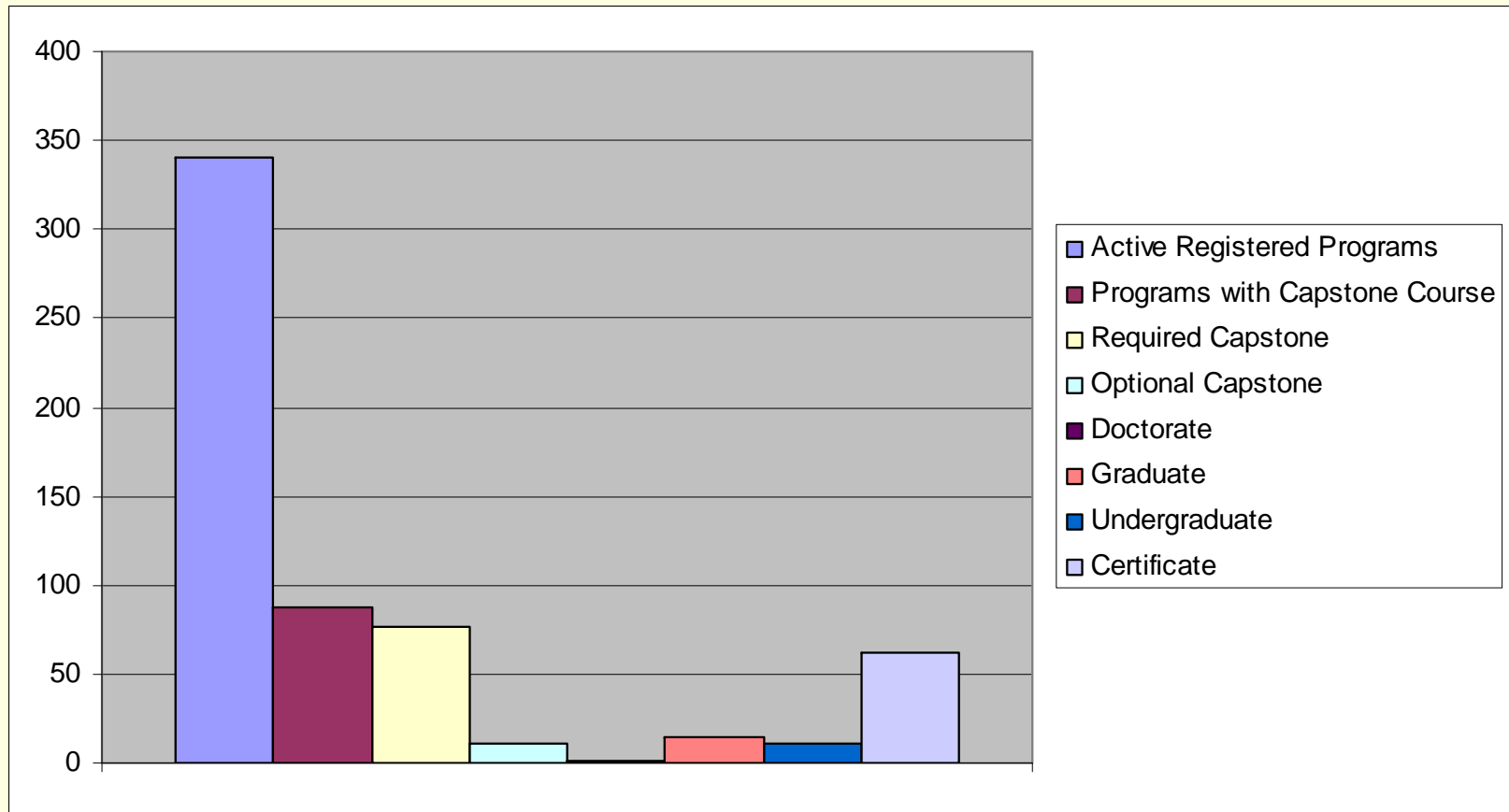
- Individually written and orally and presented financial plan
- Comprehensive (to include all subject areas)
- Integrative in nature
- Guided by practice standards
- Minimum of 45 contact hours, or equivalent to 3 semester credit hours
- Assessment should be based on written and oral presentation

# Financial Plan Development Course

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- Implementation Strategies:
  - Actively solicit input from Program Directors
  - Focus of 2009 Program Directors' Conference
  - Development of assessment tools

# Current Capstone Course Data



# Financial Plan Development Course

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- How will this impact Registered Programs?
- The addition of the comprehensive plan requirement will increase the minimum program length to 18 semester credit hours or its equivalent (270 contact hours), effective January 1, 2012.

# Financial Plan Development Course

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- A comprehensive plan will be required of all pre-certificants, regardless of the education type selected when registering to sit for the CFP® Certification Examination.

# Financial Plan Development Course

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- Individuals applying for the CFP® Certification Examination who have met the education requirement through Challenge Status, Transcript Review, CEBS, International Reciprocity, or Coursework Completed through Multiple Sources will be required to demonstrate completion of a Comprehensive Plan.

# Financial Plan Development Course

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- Timeline for implementation is as follows:
  - Focus of the August 2009 Program Directors' Conference
  - Enforcement Date: January 1, 2012

# Did You Know?

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- As of April 1, 2009, 340 financial planning education programs were registered with CFP Board at 214 institutions of higher education.
- CFP Board-registered educational programs include 4 doctoral (Ph.D.) programs, 45 graduate programs, 90 undergraduate programs, and 201 certificate programs.

# Annual Reporting Form

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- Purpose: Support Registered Program marketing and retention, as well as plan for the needs of individuals who wish to sit for the CFP® Certification Examination in the future.
- Data: Programs will be asked to provide current and projected enrollment numbers and examinee projections for the CFP® Certification Examination.

# Annual Reporting Form

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- Timeline:

- The one-page form will be sent to all Program Directors and Program Contacts the first week of May with a requested return date of June 30, 2009.
- Moving forward, programs can expect to receive the Reporting Form at the end of the year, to capture next year's projections.

# Pricing Initiative

## *Registered Programs*

<b>Registered Programs</b>	<b>Current Pricing</b>	<b>New Pricing</b> <i>(Effective Jan. 1, 2010)</i>
Initial Application Fee	\$500	\$500
Annual Program Fee	No fee	\$100

# Registered Program Annual Renewal

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- Beginning in January 2010, all Registered Programs will renew annually.
- Renewal application has recently been revised to simplify the process for programs.
- CFP Board staff will continue to send renewal application materials electronically to listed Program Director and Program Contact.

# Registered Program Annual Renewal

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- Programs are encouraged to return materials electronically to [education@CFPBoard.org](mailto:education@CFPBoard.org)
- Revised renewal process includes:
  - Pre-populated application – Allows program to verify the information CFP Board has on file, while noting changes to faculty, course descriptions, and program staff, as needed.
  - Financial Planning Topics (89-Topics)
  - Updated Registration Agreement

# Did You Know?

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- Welcome and congratulatory letters from CFP Board's CEO, Kevin Keller, are available for download at [www.CFP.net](http://www.CFP.net).
- To request customizations specific to your program or students, contact CFP Board's Marketing Manager, Anne Pluta, at [marketing@CFPBoard.org](mailto:marketing@CFPBoard.org).

# Did You Know?

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- To date, there are 3,156 active Continuing Education Sponsors.
- Since January 1, 2009, 2,059 Continuing Education programs and conferences and 16 Code of Ethics programs were reviewed by CFP Board.

## *Questions?*

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# Did You Know?

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- Registered Programs may order CFP Board's *Guide to CFP® Certification* booklets free of charge.
- Great tool for information sessions, newly enrolled students, and program staff.
- Contact us at [marketing@CFPBoard.org](mailto:marketing@CFPBoard.org) or call 800-487-1497 to order.

# Program Directors' Conference

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- All Program Directors, program staff, institutions with prospective programs, and Review Course Providers are invited to attend the 2009 Program Directors' Conference.
- Date: August 13-15
- Location: Sheraton National Hotel in Arlington, Virginia

# Program Directors' Conference

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- Registration Fee: \$395 per person
- Room charges: \$129 (single or double) plus tax (10.25%)
- The online registration link for the event will be available through CFP Board's Web site at [www.CFP.net/conference](http://www.CFP.net/conference) by the end of this week.

# Program Directors' Conference

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- New Program Directors' Lunch and Orientation will be held on August 13<sup>th</sup>.
- A special invitation with details about the Orientation event will be sent to all Program Directors with newly registered programs and those new to the role.

# Program Directors' Conference

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- The Conference will officially kick-off with an evening reception on August 13<sup>th</sup>, as attendees enjoy a spectacular view of Washington, D.C. from the Galaxy Ballroom of the Sheraton National Hotel.

# Did You Know?

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- 2,320 individuals sat for the November 21-22, 2008 CFP® Certification Examination.
- 1,290 individuals, or 56%, passed the exam. Of those who passed, 83% (1,072) were first-time test takers.
- 60% of individuals who took the exam for the first time (1,795) passed.

# Exam Statistics Survey

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- Purpose: Gauge the usefulness and quality of the performance statistics shared with Registered Programs after each exam cycle.
- Audience: Registered Program Directors and Program Contacts
- Survey window: March 5-13
- Response: 28%

# Exam Statistics Survey Feedback

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- We heard a consistent ‘wish’ above all others:

Programs would like to receive a deficiency report by topic area for each exam, both at the program- and institution-level, in order to better assess program strengths and weaknesses.

# Exam Statistics Survey Feedback

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- Additional requests included:
  - Data broken out by program type (certificate vs. degree programs);
  - Include data about the number of examinees who took a Review Course;
  - Include the number of examinees who completed a Registered Program but registered for the exam through the Challenge status.

# Thank You

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- Thank you to all who provided feedback through this survey. We value your time and thoughtful suggestions toward improving the quality of program performance statistics, and recognize the important role they play in improving Registered Program instruction.

# Next Steps

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- Changes to CFP® exam statistics reports generated for Registered Programs will not be seen in 2009, but your feedback will contribute to their future improvement.
- Current focus is on the upcoming Job Task Analysis Study and changes to the examinee reporting letter sent after each CFP® exam.

# Did You Know?

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- As of March 31, 2009, the number of CFP® certificants in the U.S. was 59,317.
- 70% of CFP® certificants have identified themselves to CFP Board as “practitioners” who provide financial planning services to clients.
- California holds the largest population of CFP® certificants: 6,663

# Question & Answer Session

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CERTIFIED FINANCIAL PLANNER

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