New Program Orientation
2008 Program Directors' Conference

Agenda – August 7, 2008

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CFP Board's Mission and the Role of Registered Programs

As Directors of CFP Board-Registered Programs, your commitment to the education and support of future CFP® certificants cannot be understated. The education component is vital to establishing students' core knowledge, as well as ensuring their success on the exam and their future impact as CFP® professionals. Without question, Registered Programs play an essential role in CFP Board's mission and the promotion of the financial planning profession.

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

Education Objective: Establish and enforce educational standards for enhancing the knowledge, skills and abilities of current and potential CFP® certificants.

Role of Registered Programs

Program Snapshot

With more than 330 CFP Board-Registered Programs representing over 210 institutions, students interested in becoming CFP® certificants have a wealth of educational resources available to them:

Ph.D. Programs	3
Graduate Programs	47
Undergraduate Programs	90
Certificate Programs	197

Registered Program Criteria

- Programs may be degree-based or certificate, credit/non-credit
- Institutions are accredited by a regional accrediting body recognized by the Department of Education
- Delivery methods include classroom-based, Web-delivered, and self-study
- Curriculum is offered at both the upper baccalaureate and graduate level
- Program length 15 semester credit hours, or its equivalent
- Highly qualified faculty (Masters degree or Bachelor's and active CFP® certificant)
- Curriculum illustrates alignment with the 89 Topics list
- Meaningful, measureable program objectives

Registered Program Diversity

- Capstone Courses as required part of the curriculum
- Supplemental case study integrated throughout the curriculum
- Prerequisite courses in calculator use, Web-delivered instruction, or fundamentals such as economics
- Classroom-based delivery with Web-delivered support or assessment
- Internship opportunities

CFP® Certification at a Glance

Your CFP Board-Registered Program plays an essential role in the initial certification process, providing a rigorous foundation in personal financial planning concepts and an understanding of practical applications. However, education is just the first of the 'Four E's' (Education, Examination, Experience, Ethics) required to obtain CFP® certification.

Education

Exam Education Verification
The education requirement needed to sit for the exam may be satisfied in several ways:
- Successfully complete a **CFP Board-Registered Program** (at one or more programs) and provide acceptable documentation (copy of a transcript, certificate of completion, letter of authorization) prior to the registration deadline.
- Submit acceptable documentation that you hold certain academic degrees or professional credentials accepted by CFP Board for the **Challenge Status**. These include: CPA, ChFC, CLU, CFA®, Licensed Attorney, or Ph.D. in Business or Economics.
- Verify topic coverage through the **Transcript Review** process (both upper division college courses and certain professional credentials qualify). Transcript reviews may also be completed *prior* to a student's enrollment into a Registered Program in order to determine topic credit earned for coursework already completed.

Bachelor's Degree
- A bachelor's degree (or higher), or its equivalent,[1] in any discipline, from an accredited college or university[2] is required to attain CFP® certification.
- The bachelor's degree requirement is a condition of initial certification; it is not a requirement to be eligible to take the CFP® Certification Examination.
- Candidates have five years from the date they pass the CFP® Certification Examination to provide evidence (official transcript from the degree-granting institution) that they hold a qualified bachelor's degree or higher degree.

[1] International degrees may be substituted for a U.S. undergraduate degree if they receive equivalency from a third-party evaluation agency which is a member of National Association of Credential Evaluation Services (NACES) www.NACES.org. Applicants should request a document-by-document evaluation.

[2] An "accredited college or university" is one that has been accredited by an accreditation body recognized by the U.S. Department of Education. To confirm a school's accreditation please visit the Department of Education's Web site (ope.ed.gov/accreditation/Search.asp).

CFP® Certification at a Glance (cont.)

Examination

- The CFP® Certification Examination tests students' ability to apply financial planning knowledge to client situations.
- The 10-hour exam is divided into three separate sessions. Because of the integrated nature of financial planning, however, each session may cover all topic areas.
- All questions are multiple-choice, including those questions related to case problems.

Experience

- At least three years of qualifying full-time work experience are required for certification.
- Qualifying experience includes work that can be categorized into one of the six primary elements of the personal financial planning process. Experience can be gained in a number of ways including:
    - the delivery of all, or of any portion, of the personal financial planning process to a client.
    - the direct support or supervision of individuals who deliver all, or any portion, of the personal financial planning process to a client.
    - teaching all, or any portion, of the personal financial planning process.

Ethics

- Applicants for CFP® certification must pass CFP Board's *Candidate Fitness Standards*, which describe conduct that will or may bar an individual from being certified.
- After candidates have met the education, examination and work experience requirements, they must disclose past or pending litigation or agency proceedings and agree to abide by CFP Board's *Code of Ethics and Professional Responsibility* and *Financial Planning Practice Standards*.
- A background check will also be conducted.

Certification Fees

Upon successfully completing the education, examination, and work experience steps, fees will apply as follows:

- A one-time, non-refundable initial certification application fee of $100 for the background checks as noted above.
- A biennial certification fee of $360.

For more information about the initial certification process, students should contact CFP Board at 800-487-1497 or initialcert@CFPBoard.org. A copy of CFP Board's *Guide to CFP® Certification* can be downloaded at www.CFP.net/become/library.asp or sent to interested students at their request.

Examination and Registered Programs

You've worked hard to prepare your students with the fundamentals of personal financial planning and equip them with the tools they'll need to apply their knowledge when it counts. Given the tremendous amount of time and work involved, it's no wonder that the process of applying and sitting for the CFP® Certification Examination can be stressful for all involved. Here's what you need to know to best serve your students.

Registering for the Examination

- Students may submit a paper exam application with their payment information and proof of education directly to CFP Board by mail, or
- Students may apply and pay for the exam online by logging into their CFP Board account. Encourage students interested in becoming CFP® certificants to create a secure, online account with CFP Board by visiting www.CFP.net/become.
- In order to successfully register for an exam, students must provide the following by the deadline designated for that exam cycle:
    - Complete application (contact information, test date, location)
    - Documentation verifying education eligibility
    - Payment of $595
- Responsibility rests with the student to ensure that all aspects of their exam application are complete by the registration deadline.

Education Eligibility for the Exam

The education requirement needed to sit for the exam may be satisfied in several ways:

- Successfully complete a CFP Board-Registered Program (at one or more programs) and provide acceptable documentation (copy of a transcript, certificate of completion, letter of authorization) prior to the registration deadline.
- Submit acceptable documentation that you hold certain academic degrees or professional credentials accepted by CFP Board for the Challenge Status. These include: CPA, ChFC, CLU, CFA®, Licensed Attorney, or Ph.D. in Business or Economics.
- Verify topic coverage through the Transcript Review process (both upper division college courses and certain professional credentials qualify). Transcript reviews may also be completed *prior* to a student's enrollment into a Registered Program in order to determine topic credit earned for coursework already completed.

Upcoming Exam Information

- The next CFP® Certification Examination is November 18-19, 2008.
- The last day to register (application, education eligibility, and payment complete) is October 8, 2008.

Examination and Registered Programs (cont.)

Combo Programs

- Students who have successfully completed coursework at two or more CFP Board-Registered Programs but have not completed, or had credits transferred to, any one entire program, may qualify to apply for the CFP® Certification Examination under the Multiple CFP Board-Registered Program status, or Combo program status.
- In order to verify education eligibility in this instance, students must provide proof of successful course completion and semester hour equivalency from *each* of the Registered Programs where coursework was completed.

Electronic Graduate Lists

- Electronic graduate lists are spreadsheets submitted by Registered Programs that certify the named students have earned the degree or certification provided by the program and are eligible to sit for the CFP® Certification Examination.
- Registered Programs are strongly encouraged to submit electronic graduate lists on a regular basis for students who have successfully completed all aspects of your program.
- Graduate information you submit to CFP Board is saved and added to the eligibility list for your institution. Once students apply to sit for the exam, we manually check the exam registrations pending education against the eligibility list from your school.
- Since the process is not fully automated at this time, students should allow 1-2 days for their education to be verified after applying for the exam online.
- To request an electronic graduate template for your program(s), please contact us at education@CFPBoard.org. We'll send you an Excel template pre-populated with your program's information, as well as directions for submitting the spreadsheet. Once received, we'll send you confirmation that the list has been processed.

Reduced Exam Application Fee for Registered Program Faculty

- CFP Board offers a reduced fee to lead faculty in CFP Board-Registered Programs who wish to take the CFP® Certification Examination. All faculty who have been lead instructor for a required course in a CFP Board-Registered Program during the last 12 months and who are considered faculty by the institution at the time the exam application is sent to CFP Board are eligible to take the CFP® Certification Examination for the reduced fee of $295.
- Contact CFP Board at 800-487-1497 or education@CFPBoard.org for more information about the reduced exam application fee for lead faculty in CFP Board-Registered Programs

Examination and Registered Programs (cont.)

CFP® Certification Examination Quick Facts

- Exam is given three times a year, generally the third Friday and Saturday of March, July, and November.
- Offered at approximately 50 sites in the U.S. and administered by Prometric.
- Application deadline is approximately seven weeks prior to the exam.
- Exam is a 10-hour, paper-pencil exam divided into three sessions:
    - One four-hour session (Friday afternoon)
    - Two three-hour sessions (Saturday morning and afternoon)
- All questions are multiple-choice, including those based on three case scenarios (one major case per session). The questions associated with the three case scenarios are most heavily weighted (three points each versus two points each for all others).
- No penalty for guessing at answers; an educated guess is better than an unanswered question.
- A sample case scenario and associated questions are available on CFP Board's Web site at www.CFP.net/become/examquestions.asp.
- The pass rate for each exam is typically between 55% and 60%; however, approximately 74% of all test takers since 1995 have ultimately passed the exam.
- Students receive exam results in the mail approximately eight weeks after the exam. Results are also available on CFP Board's Web site at www.CFP.net/login.

Best Practices for Program Success

Your CFP Board-Registered Program is poised and ready to go. In order to maximize its success and create resources for ongoing support, consider implementing as many of the tips below as will best suit your unique program needs.

Create a Local Advisory Committee

- Connect with local experts in the community, recent graduates, active CFP® professionals, and your faculty to establish an advisory board for your program.
- An advisory board can provide valuable feedback with respect to program structure, objectives, curriculum content, assessment, goal setting, and future renewals.
- Excellent opportunity to provide networking opportunities to your students through financial planning organizations, internship opportunities

Participate in Academic Organizations

- Organizations such as Academy of Financial Services (AFS) are concerned with personal financial planning and can provide valuable contacts, as well as serve as a research outlet.
- Enlist guest speakers from industry-related organizations and associations to speak to your students and provide a richer learning experience. You might also reciprocate and showcase your program and its potential for their members.

Incorporate Technology

- Offer supplemental lectures in a Web-delivered format to assist students with difficult concepts and applications.
- Promote communication and discussion among students and faculty through weekly discussion boards such as Blackboard or other forums.

Develop Additional Courses to Support Student Success

- Students must be thoroughly comfortable using a financial calculator and understanding "Time Value of Money" concepts.
- Courses on topics such as counseling, marketing, or the psychology of money can be valuable additions to your curriculum.
- If your curriculum includes the use of Blackboard, online assessment, or supplemental lectures, include a 'how-to' course to maximize students' use and understanding of these resources.

Utilize Your Alumni

Ask them to become involved in your program – they might provide technical assistance (program development or instruction), serve as a guest speaker, mentor students, arrange internships for interested students, or help to promote your program.

Best Practices for Program Success (cont.)

Encourage Students to Establish an Account with CFP Board

- Encourage students to visit www.CFP.net/become to set-up a secure online account with CFP Board. In addition to promoting an awareness of the information available regarding the initial certification process, students will receive CFP Board's monthly *CFP Board Report* publication with updates on the CFP® certification requirements and CFP Board's activities.
- Students who establish an account with CFP Board early are also one step ahead when it comes to sitting for the CFP® exam. In order to register for the exam online, candidates must first create an account with CFP Board.

Solicit Student Feedback

Survey students after each course and/or at the end of the program. Did the program meet their needs? What do they feel were the program's strengths and/or weaknesses?

Stay Informed

Keep your program's contact information up-to-date to ensure you'll receive CFP Board publications (including the monthly *CFP Board Report* stakeholder newsletter and quarterly *CFP Board Update* newsletter for Registered Programs), exam statistics, program renewal materials, annual Program Directors' Conference information, surveys and any other correspondence relevant to your Registered Program.

Attend CFP Board's annual Program Directors' Conference

We're glad you're here! We hope you'll continue to attend the Conference as a way to network with your peers, gain practical advice, and learn about important updates relevant to CFP Board-Registered Programs.

Tackling Trademark Use

Why are the Marks Important?
CFP Board owns the CFP® certification marks and works hard to protect the integrity and value of those trademarks. If a trademark is not displayed in a consistent and correct manner, it can grow generic, lose its protected status, and become available for anyone to use.

Expectations
As a condition of registration, the CFP® certification marks must be used correctly in all materials referencing your CFP Board-Registered Program, including Web site marketing, catalogs, and traditional mailings. CFP Board requires that programs submit a copy of all printed and Web site marketing materials for review *prior* to printing or posting.

Guidelines
Programs wishing to develop new marketing materials should refer to the *Guide to Use of the CFP® Certification Marks* found at www.CFP.net/certificants/marksuse.asp. The page includes a link to the downloadable *Guide* and provides helpful guidelines and examples of acceptable marks use.

Marks Review Process
Prior to printing or posting marketing materials which contain the CFP® certification marks, materials must be submitted directly to our Trademark Department for marks review. You may submit materials in one of two ways. Please ensure that you provide contact information (E-mail and phone) for the individual who will serve as the point of contact:

- E-mail materials and Web site URL electronically to trademark@CFPBoard.org, or

- Mail materials and Web site URL to 1425 K Street, NW, Washington, D.C. 20005, Attention: Trademark Department

Once we have received your materials, please allow three weeks for review. If necessary, we will provide you with required edits and at that time, we can also coordinate linkage of your Web site with CFP Board's Web site.

Our goal is to ensure that the CFP® marks are used properly and that the certification process is represented accurately. With this in mind, CFP Board will work with you to make any appropriate changes. If programs do not adhere to the guidelines for proper use of the CFP® marks, CFP Board has the right to revoke this registration and you will not be authorized to use the marks in your program's name and/or materials.

Tackling Trademark Use (cont.)

Quick Fixes for Correct Marks Use
The tips below can be found on CFP Board's **CFP® Marks Use Fast Start** page at www.CFP.net/certificants/marksuse.asp and provide a quick look at easy fixes for marks use in your program's marketing materials, syllabi, and faculty vitae.

CFP® Marks Use Fast Start

The purpose of this FAST START is to get you going in the right direction, fast. Please refer to the complete *Guide to Use of the CFP® Certification Marks* for all of the guidelines you must follow for proper use of the CFP® certification marks. When used, each trademark must be displayed under strict use and reproduction guidelines, or their value as trademarks could be lost.

CFP®

- Always use capital letters.
- Never use periods.
- Always use the ® symbol.
- Always use with one of CFP Board's approved nouns: "certificant," "professional," "practitioner," "certification," "mark" or "exam."
- Always associate with the individual(s) certified by CFP Board

CERTIFIED FINANCIAL PLANNER™

- Always use capital letters or small cap font.
- Always use the ™ symbol.
- Always use with one of CFP Board's approved nouns: "certificant," "professional," "practitioner," "certification," "mark" or "exam."
- Always associate with the individual(s) certified by CFP Board

- Always use the three components of the flame design (flame, "CFP" and ®).
- Always reproduce the flame design from original artwork.
- Never alter or modify the flame design.
- Always associate with the individual(s) certified by CFP Board.

Promoting Your Program

Congratulations! As one of the institutions with a CFP Board-Registered Program, your commitment and activities contribute to the overall success and growth of the CFP® certification. With your objectives, curriculum, and faculty in place, now is an opportune time to focus on the 'how-to' of promoting your program. Use the ideas below as a starting point to promote what you know to be a quality personal financial planning education experience. It all begins with a plan.

External Promotion

Develop a Relationship with Your Local Financial Planning Association (FPA) Chapter
The national Financial Planning Association (FPA) wants to become more involved with CFP Board-Registered Programs. You can foster this relationship in several ways:

- Utilize FPA members as program instructors, advisors, and mentors.
- Encourage internship opportunities for your students.
- Enlist students to volunteer to help with local FPA chapter activities.
- Encourage your students to enroll in FPA's Residency Program.

Promotion to Financial Service Firms

- Many financial service firms (investment, insurance, accounting, and banking) are moving toward a financial planning model and are interested in having their employees earn the CFP® certification.
- Some Registered Programs conduct in-house programs specifically for the employees of these firms. If you choose to grow in this way, clearly articulate that the content and the requirements will be the same as for your public program, and participants will be expected to meet the same criteria.
- Invite interested individuals to your open house or offer to conduct an in-house orientation for their employees.

Communication

- Develop print and electronic advertising and direct mail campaigns to coincide with program orientation/information sessions prior to the start of each term.
- Contact related professional organizations and offer to provide a speaker for their next meeting. Develop relationships with local media contacts. List your faculty as subject-matter experts and encourage them to share their involvement in your program.
- Use technology effectively to maximize visits to your Web site. Showcase your program's unique attributes and consider including samples of course syllabi or faculty profiles. Ensure proper marks use, so your program can be linked to CFP Board's Web site.

Promoting Your Program (cont.)

Internal Promotion

Utilize Alumni Relationships

- Invite alumni to share their success stories at orientation sessions, classroom visits, or as part of your promotional materials.
- Ask to meet with alumni's current firms to see how your program might meet their employees' needs, and offer to conduct an orientation session.
- Consider using qualified CFP® certificants who have completed your program as guest instructors. They can help to ensure that students are exposed to current issues in personal financial planning, as well as bring new interest to your program.

Showcase Your Program through Campus Events

- Exhibit your program at career fairs, both on campus and at related industry fairs.
- Investigate the possibility of conducting an information session as part of an incoming freshman orientation.
- Collaborate with professional student organizations to promote an awareness of and an interest in personal financial planning and your program.

Develop Relationships Across Departments

- Collaborate with faculty from other departments at your institution. Colleagues with a good understanding of your program and its objectives will be able to refer interested students to you.
- Educate academic advising centers on your campus about your program entry requirements and objectives. They can assist with identifying undergraduate candidates based on expressed interest or enrollment in courses that may indicate an individual's interest in financial planning.
- Coordinate with other departments to establish an 'observation day' that would allow interested students to observe a course in action.

Resources for Registered Programs

A variety of resources are available to support Program Directors and program faculty throughout the year. In addition to the information and resources provided on the Colleges and Universities page of CFP Board's Web site at www.CFP.net/teamup/colleges.asp, the following tools are provided to all programs as a means of communicating helpful information specific to Registered Programs, thereby supporting their overall success.

Quarterly Newsletter
The quarterly *CFP Board Update* is an electronic newsletter distributed to all CFP Board-Registered Program Directors. It includes information relevant to Registered Programs, including upcoming exam dates and deadlines, policy and process updates, new program listings, CFP Board staff information, and notes of interest. Suggestions and feedback are welcome and may be sent to Tim Stifel at tstifel@CFPBoard.org.

Examination Statistics
CFP Board-Registered Program Directors receive feedback about their students after each exam cycle in several different formats.

- Individual Pass/Fail Statistics - Provided at the institution level for a given exam cycle (i.e. March 2008) and includes students' names, status (pass, fail, absent, withdrawn, denied, or NA, if the student elected not to disclose their exam results).
- Cumulative Examination Statistics – Information for the current exam cycle provided at the program and institution level, as well as cumulative statistics at the institution level.
- National Statistics – Provides a snapshot of exam statistics from a national viewpoint, and includes a breakdown of exam applicants from Registered Programs, Challenge Status, and those who met the education requirement through Transcript Review, Reinstatements, and International Reciprocity.

Individual program statistics are confidential and are not shared with any other program. Rather, they are to be used at the program's discretion as one of many tools for gauging the program's overall success.

Topic List for CFP® Certification Examination
The Job Analysis Update of 2004 resulted in a revised education and examination 89 topic list that served as the basis for the CFP® Certification Examination beginning in November 2006. The 89 topic list is available for download on the CFP Board Web site at www.CFP.net/teamup/colleges.asp. Each exam question is linked to one of the topics, in the percentages indicated in the general headings. Questions pertain to all levels in Bloom's taxonomy, with an emphasis on the higher cognitive levels.

Resources for Registered Programs (cont.)

Model Curriculum
The AFS and CFP Board Model Financial Planning Curriculum provides a 21-credit-hour curriculum at the upper-division baccalaureate level or master's level that covers personal financial planning topics deemed important for providing competent, ethical and comprehensive personal financial planning advice. It is one of many formats programs might use to structure their financial planning curriculum. Course content relies upon research conducted by CFP Board and the educational judgment of experienced university faculty. Courses are designed for completion in a 15-week period (plus final examination) and generally include suggested textbooks, readings, projects and assessment methods, among other elements of each course syllabus. For more information about the Model Curriculum, visit www.CFP.net/teamup/model_curriculum.asp.

Mailing Lists

Guide to CFP® Certification Lists

CFP Board-Registered Programs may request to receive quarterly mailing lists of individuals who have requested a copy of CFP Board's *Guide to CFP® Certification* booklet. The lists may be used for the express purpose of promoting your CFP Board-Registered Program, and are provided free of charge. Historically, each list contains the names and addresses of about 700 individuals who have expressed interest in CFP® certification. Programs interested in receiving these lists should contact lists@CFPBoard.org to receive the Registered Programs Terms and Conditions Agreement for list sharing.

Exam Applicant Lists

CFP® Exam Review Course Providers registered with CFP Board may request contact information for individuals who have applied to take the CFP® Certification Examination. These lists may be used by Review Course Providers to promote their organization's CFP® Exam-related materials and services. CFP® Exam applicant contact information is made available following the CFP® Exam application deadline and provided to non-profit organizations for $750 and to for-profit organizations for $1,500. Lists may be requested by completing the Review Course Provider Request for CFP® Exam Applicant List form available for download at:
www.CFP.net/Downloads/Review_Course_Provider_List_Request.pdf

All requests for contact information are subject to the Terms and Conditions outlined in the registration agreements for CFP Board-Registered Programs and Review Course Providers. If you are interested in receiving contact information for individuals who have requested CFP Board's *Guide to CFP® Certification* publication or interested in purchasing exam applicant lists, please contact CFP Board at lists@CFPBoard.org.

Stay Connected

We want to hear from you! Please feel free to contact us should you have any questions or concerns about your CFP Board-Registered Program.

Christine Riggen
Registered Program Manager
E: criggen@CFPBoard.org
E: education@CFPBoard.org
P: 202.379.2223

Kelly Wilson
Registered Program Administrator
E: kwilson@CFPBoard.org
E: education@CFPBoard.org
P: 202.379.2224

To submit marketing materials and Web site information for marks review, please contact:

Jason Jones, Trademark Paralegal
Trademark Department
P: 800-487-1497
E: trademark@CFPBoard.org

To order CFP Board promotional materials for your program, please contact:

Becca Kern, Senior Support Specialist
Stakeholder Services
P: 800-487-1497
E: bkern@CFPBoard.org

Should you or your students have general inquiries regarding the initial certification process, please contact:

Support Specialists, Stakeholder Services
P: 800-487-1497 or 202-379-2200
F: 202-379-2299
E: initialcert@CFPBoard.org