



THE  
AMERICAN  
COLLEGE  
OF FINANCIAL SERVICES®

PRESIDENT'S REPORT 2024

'24

# SHAPING *KNOWLEDGE,* BUILDING *IMPACT*

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Powers Growth  
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Through Representation  
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## PRESIDENT'S REPORT 2024

### Expand Your Opportunities

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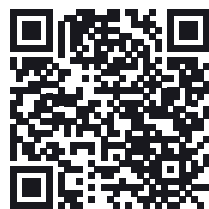


## Our Mission to Uplift the Profession and Society Since 1927

It's our mission to benefit society and, with your help, we'll continue to advance the financial services profession, strengthen all communities, and ensure Americans grow in financial security.

We believe that your education is never over. Whether you are just starting out in the financial services profession, looking to advance your earnings potential, or seeking greater career opportunities and satisfaction through specialization, we deliver premium financial services and insurance education options that are relevant, comprehensive, and convenient.

Together, let's make a lasting impact.  
Support The College's mission with  
a gift at: [TheAmericanCollege.edu/  
PresidentsReport](https://TheAmericanCollege.edu/PresidentsReport)



# To Our College Family,

If I were to encapsulate the past year in a word, it would be transformative. Together, we are driving transformative change for the students and alumni, academic faculty and professional staff, benefactors and beneficiaries of The American College of Financial Services.

Inspired by The College's founder and first president, Solomon Huebner, PhD, we are continuously improving our institution in alignment with the transformation happening across the profession. Together, we are shaping the transformation — and the knowledge required to support it — around the ever-changing needs of the individuals and families who will count on financial professionals well into the future. We have already transformed so much, but the work never ends. We envision new opportunities to make a transformative impact on the profession and society, which we can only accomplish with your help.

We've entitled this report *Shaping Knowledge, Building Impact*. In the spirit of transformation, both the shaping and the building are ongoing and collaborative. Transformation is ongoing because it is a journey, not a destination. Transformation is collaborative because, while The College takes the lead in building the programs to offer applied knowledge,

you are part of the ongoing process to deliver such programs through your firms, your networks, and your client relationships. We appreciate your commitment to sharing your knowledge and applying it every day. Meanwhile, many of you — The College's dedicated students, designees, donors, and volunteers — recognize impact as a natural extension of your life's work. We know we can't accomplish all this without your enthusiastic effort. Throughout this report, you'll find case studies and personal accounts of the many ways we're making an impact together and building our impact each year.

You may see chronological significance to the table of contents: it starts with building specialized programs and personalized learning journeys, and then enriching the student experience with enhancements and new initiatives, including consumer education. It culminates with a thriving profession poised to benefit society for years to come. This is the arc of our remarkable story — and yours.

You are the heroes and heroines of financial services, and we're here to



equip you for the journey. If you've earned a College designation, then we want you to know how much we appreciate you. If we could, we would meet with you individually to hear your stories, and we would add each of your names alongside our numerous lists of volunteers and luminaries to show our sincere appreciation for all you do.

I cannot thank you enough for the time, talent, and treasure you have put into the transformative 12 months of 2024. Equal to my immense gratitude is my optimism. I wish you a transformative, positive year, and I hope you will continue to take The College with you throughout your journey.

Stronger together,

George Nichols III, CAP®  
President and CEO

“

*We have already transformed so much,  
but the work never ends. We envision new  
opportunities to make a transformative  
impact on the profession and society, which  
we can only accomplish with your help.*



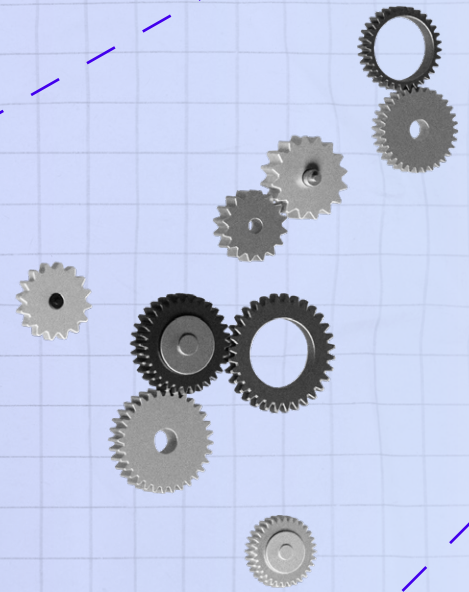
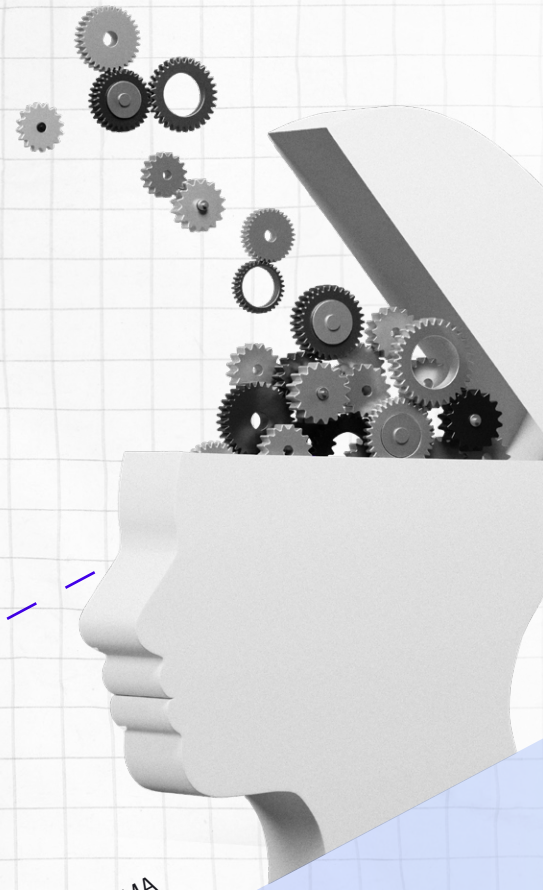
## FORMULA FOR SUCCESS:

# How In-Demand Learning and Specialized Knowledge Power Growth

By Kyle Robertson, MA

Consider this: if you were to need medical advice for a heart condition, would you be comfortable getting answers only from your general practitioner? Or would you seek out a cardiologist — the medical professional who specializes in your potential condition and who is best equipped to help you? The same principle is applying more and more to financial services, as more clients — particularly aging clients — have more specialized needs.

Studies have repeatedly shown a growing disconnect between the services clients want and what they actually receive from financial professionals,<sup>1</sup> and advisory firms are increasingly seeking to keep clients in-house through a broader range of specialized planning options. Many consumers are also looking to become more educated in financial matters and need to be confident in the value of their advisor's, and their team's, guidance. Our Growth and Specialized Knowledge Survey, along with other research, demonstrates the need for more focused, in-depth, and specialized educational offerings.



# Financial Professionals on Business Growth

67%

believe further designations are key to growth

80%

say knowledge from designation programs supports service integration and business integrity

75%

say the CFP® certification is not enough to guarantee success

The American College of Financial Services. Growth and Specialized Knowledge Survey. 2022.

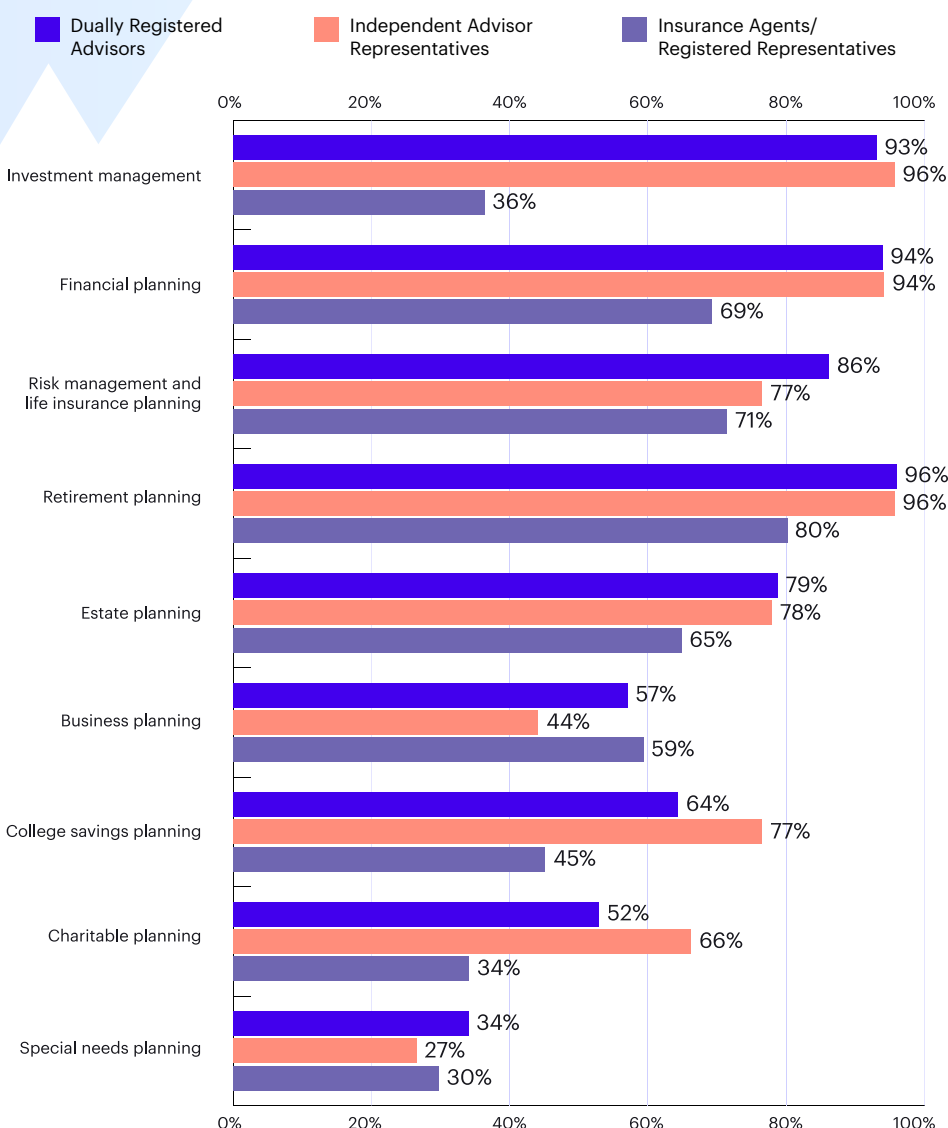
In 2024, we followed up on this study with a wide-ranging Advisory Services Survey. This research sought to identify the services advisors offer relative to what their clients expect. Among the services the professionals we surveyed identified, retirement and estate planning were a clear standout, speaking to the ongoing need for the specialized retirement planning knowledge from our Retirement Income Certified Professional® (RICP®) Program. On the other side of the spectrum, charitable planning was listed among the areas advisors offered least — a potential growth area that could be fueled by education from our Chartered Advisor in Philanthropy® (CAP®) Program.<sup>2</sup>

A third field that stood out from the survey was tax planning, especially in the area of small business planning — a fortuitous piece of insight considering the recent launch of our new Tax Planning Certified Professional™ (TPCP™) designation program. Sophia Duffy, JD, CPA, AEP®, associate professor of small business planning and director of the TPCP™ Program, explains how this new designation program is designed to fill this knowledge gap.

“Over half of advisors we surveyed use tax-efficient withdrawal strategies and take tax into consideration when discussing life events with their clients; however, less than half of them said they knew enough to feel comfortable offering that specific service,” she says. “If financial professionals are already using tax planning in their day-to-day, the obvious next step is to offer them a real education on how to use long-term strategies and solutions that maximize their impact for clients.”

## 2024 Advisory Services Survey: What Your Peers Offer

### By Advisor Type:



Beyond TPCP™, we continue to focus considerable attention on improving our retirement planning knowledge offerings — including an exciting revamp of our RICP® Program to come in 2025. Our recent Retirement Income Literacy Study reinforced this need, demonstrating a positive correlation between assistance from a knowledgeable advisor and improved client outcomes.<sup>3</sup>

College designation holders are also seeing their impact in daily practice. At Cary Stamp & Company, a firm in West Palm Beach, Florida, advisors credit our programs, especially the RICP®, with propelling significant growth over the last several years. Cary Stamp, RICP®, CFP®, CDFA™, CAP®, AIF®, AEP®, himself says he believes so much in the power and value of continuing education and designations that he requires all new advisors at his firm to enroll in a College program.

“When new advisors come into the industry, in many cases there are firms that will put them to work without giving them any real education,” he says. “If we’re going to be professionals in what we do, we need to evolve into a consulting culture that takes into account all the needs of our clients. Those clients come to us because we have the knowledge and expertise to be able to help them with their specific and more complex issues.”

“

*When new advisors come into the industry, in many cases there are firms that will put them to work without giving them any real education. If we’re going to be professionals in what we do, we need to evolve into a consulting culture that takes into account all the needs of our clients.*

—CARY STAMP, RICP®, CFP®, CDFA™, CAP®, AIF®, AEP®



Ryan Swenson, RICP®, chief growth officer and financial advisor at the firm, recalls how his interview process at Cary Stamp & Company involved conversations about future education and its importance — and says he’s seen the benefits.

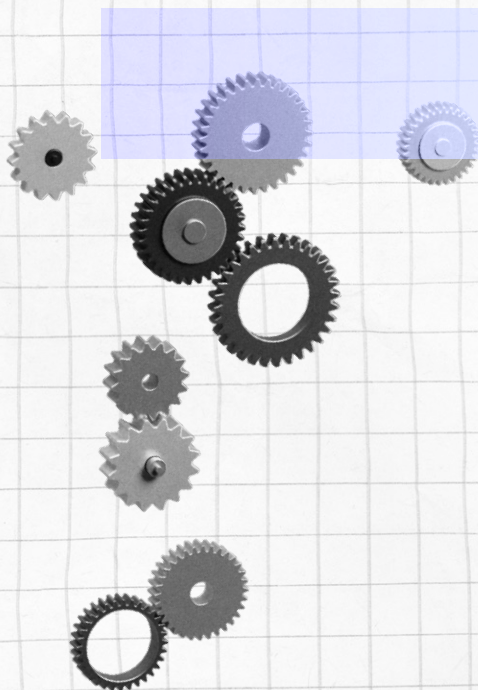
“If you just get your education at a very basic level, like maybe your licenses, you learn about the industry at a very high level. But when you get something like the RICP®, for example, you start learning more about what these tools can be used for. You need the knowledge and education to work on more complex cases; you can’t just wing it and shoot from the hip.”

Firm financial advisor Robert Taylor, CFP®, AEP®, CLU®, RICP®, also testifies to the strength of specialization in building a powerful team environment.


“The great part about working here is all the different people have their own specializations, and you’re able to go to others you know to get help very easily,” he says. “The key to holding onto clients is doing what you say you’re going to do for them, and I think all of that stems from being well-educated.”



Ryan Swenson, RICP®



These powerful success stories are encouraging, but are only part of the equation. To further raise public awareness of the power of specialized knowledge, we will launch our first-ever awareness campaign this fall. The campaign will be dedicated to raising the profile of our designations among the general public and educating your current and potential clients on why they should stay with or seek out financial professionals with the knowledge to serve them most effectively.

We remain steadfastly committed to spreading specialized knowledge and expanding opportunities across the profession. In the words of Cary Stamp, “When we take into account all of the needs of our clients, and if we can teach the next generation of financial professionals to do that as well, it makes the entire industry a better place to be.” 

To showcase your specialized credentials and connect with your ideal clients, make sure your profile is up to date on [YourAdvisorGuide.com](https://YourAdvisorGuide.com). You can update your profile within your My Learning Hub at [TheAmericanCollege.edu](https://TheAmericanCollege.edu).



<sup>1</sup>Spectrem Group (now CEG Insights). Wealthy Investor Series: Wealth Management Redefined. 2021.

<sup>2</sup>The American College of Financial Services. Advisory Services Survey. 2024.

<sup>3</sup>The American College of Financial Services. 2023 Retirement Income Literacy Study. 2024.

FROM MS. TO MRS. TO MSFS:

# The Remarkable Journey of Diane Hack Gould

## ALUMNI SPOTLIGHT:

Diane Hack Gould,  
CLU®, ChFC®, CAP®,  
ChSNC®, RICP®, MSFS

By Janet Yvonne Schulze, JD

Diane Hack Gould, CLU®, ChFC®, CAP®, ChSNC®, RICP®, MSFS, began her career in financial services with an unexpected start. Initially, Gould worked in casualty insurance to fund her education at the University of Maryland, where she earned a BS in Education. While completing her degree, she took a student-teaching position—only to realize that teaching was not the career path she had envisioned since childhood. The challenges of bureaucracy and parent involvement led her to reconsider her aspirations.

It was during her time in insurance that Gould discovered two key insights that would ultimately guide her future. First, she overheard the agent she worked for lamenting the lack of time to sell life insurance, remarking that doing so would significantly increase his income. This sparked a thought in Gould: *If he can earn more by selling life insurance, why can't I?* And life insurance helps people. Secondly, she learned about

New York Life Insurance Company (NYL), a company known for offering unparalleled education, training, and products. With newfound clarity, Gould set her sights on joining the organization. Despite being young and female in a male-dominated industry, she persevered and was hired by NYL after six months of determination. This began her 50-year career in financial services. She has been with NYL, as D.H. Gould Company, since 1975.

Although Gould's teaching career did not unfold as planned, her commitment to education has remained central to her professional and personal philosophy. Her commitment to educating her clients has always been paramount. Reflecting on her journey, Gould humorously says she earned her "'M' degrees:" first as a Ms., then a Mrs., then a mom, and eventually as a Master of Science in Financial Services (MSFS) — now known as the Master of Science in Financial Planning (MSFP).



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*I empower individuals and families. Sometimes that has nothing to do with selling a product.*

—DIANE HACK GOULD, CLU®, ChFC®, CAP®, ChSNC®, RICP®, MSFS

Gould's path with The College began when The College reached out to NYL, seeking volunteers to review a new chapter on philanthropy for the MSFS Program. Gould agreed to help, was inspired by the material, and eventually enrolled in the full program. She found that the knowledge she gained was not only academically enriching but immediately applicable to her clients' needs. "I can match each textbook page, each strategy, to existing clients," she explains. The College's practical, real-world approach to education resonated deeply with her.

Gould's role as a financial professional is grounded in her belief in empowering others. "I empower individuals and families," she says. "Sometimes that has nothing to do with selling a product." Gould takes great pride in knowing that her work helps strengthen her clients, creating a lasting impact that will benefit generations to come.

As a member of The College's Legacy Society, Gould has worked to ensure that the Chartered Advisor in Philanthropy® (CAP®) Program continues to inspire future generations of philanthropists. She was honored to serve on the advisory committee that helped shape the program and was proud to be a member of its first graduating class. Gould is particularly passionate about the collaborative nature of CAP®, which brings together financial advisors, attorneys, and community leaders to understand the language of philanthropy. "There is tremendous energy and power for good in that," she says.

Diane Hack Gould's career and achievements reflect a commitment to education, philanthropy, and the long-term well-being of the clients she serves. Through her work, she has made a profound difference. That will be her legacy. 

## THE STUDENT EXPERIENCE

# Shaping a Transformational Future

By Michael Schwartz

As the next generation of financial leaders prepare to advance in an ever-evolving profession, they must develop the skills and knowledge to lead with confidence.

The American College of Financial Services provides students with a first-class education and cutting-edge applied knowledge, empowering them to meaningfully connect with clients. That connection begins with our student experience department, whose staff takes pride in serving as chief advocates for all students.

## Juan Garcia

**RICP®**

When Juan Garcia, RICP®, retired from the Navy in 2019, he was looking to return to the classroom and build the next chapter of his career. Garcia was impressed by The College's commitment to veterans and spoke with an academic advisor to learn more about which programs and courses would be applicable in his work. He recalls advisors being approachable and appreciated how they "helped articulate information in a way that felt relevant." As advisors helped Garcia find a path to achieve his career goals,

he decided to pursue the Retirement Income Certified Professional® (RICP®) designation. He credits advisors, coupled with academic success, with opening doors to new career opportunities. He is even interested in pursuing additional designations that would allow him to present new options and strategies to clients. By taking the first step in connecting with student experience staff to learn about his options, Garcia was able to select a program that fit his ambitions.



Juan Garcia, RICP®

**By taking the first step in connecting with student experience staff to learn about his options, Garcia was able to select a program that fit his ambitions.**

Chris Parks, assistant vice president of academic advising, knows one size does not fit all. With more than 25,000 students enrolled in credit- and non-credit-bearing courses in 2024, he is always seeking to understand what drives students to realize their goals. Parks and his team know firsthand that students who take full advantage of coordinated services and support find the most academic success. To that end, the student experience department has introduced extensive enhancements to their services in recent years. One of the most impactful and beneficial

enhancements is an increased emphasis on self-service capabilities.

Self-service encompasses all of the tools that allow students to access information at any time. According to Parks, self-service is the driving force behind the student experience department. From providing the freedom to self-schedule appointments and the flexibility to self-enroll in programs, self-service capabilities allow students to plan for the next chapter of their academic journey on their own terms.

**According to Parks, self-service is the driving force behind the student experience department.**

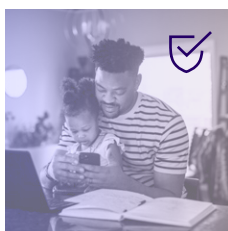
## Dani Osborne

Dani Osborne, a student currently enrolled in the Chartered Financial Consultant® (ChFC®) Program, found that self-service capabilities provided her the “ability to accelerate.” Focusing on school, a full-time career, and family, including two toddlers, comes with its share of scheduling difficulties. With the option to plan her studies at any time of the day or night, between board meetings and diaper changes, Osborne found the system helpful to her academic journey and work-life balance.

As the number of daily enrollment inquiries decreased as a result of self-service enhancements, student experience staff focused less on enrollment support and more on transformational growth. One of the ways higher-value student support manifests itself is through advising services. With over 2,000 scheduled appointments each year, The College’s 15 academic advisors address a wide range of needs, including academic, social, emotional, and personal challenges. Advisors promote success by empowering students to take ownership of knowledge, both inside and outside of the classroom.



Dani Osborne



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### **THE STUDENT EXPERIENCE**

**There are over 2,000 scheduled appointments each year.**

# Ben Tisdale

MSFP

# Rachael Tisdale

MSFP

When Ben Tisdale, MSFP, and Rachael Tisdale, MSFP, decided to earn their Master of Science in Financial Planning (MSFP) degree, they committed to take every course together and help each other through the program. However, this changed when Ben, a public affairs officer in the Navy, was deployed, and the family had to move three times. While the moves may have upended initial plans, the couple remained committed to completing their program. When Rachael found herself focused on moving her family to a new city, and with a lack of access to traditional classroom resources, she was able to access reading materials digitally, thanks to assistance from advisors. Since Ben's deployment schedule made it difficult to take classes as planned, academic advisors prevented a gap in his schedule by moving up a course to fit his new routine. Rachael remembers her academic advisors as "flexible and easy to work with." After multiple moves and unexpected detours along the way, both graduated in 2024 and have seen their career horizons broadened by their MSFP degree. By collaborating with academic advisors

at a pace that fit their lives, the Tisdales are making a difference in both the military community and the civilian sector.

Looking toward the future, enhancements to The College's student experience and advising services will continue in response to student needs. With the recent implementation of a 24/7 chat feature, The College is providing students with resources they can use as they need them, and at any hour. While future plans could include artificial intelligence capabilities that make the academic advising process even more proactive, the human connection remains crucial. The most critical piece of planning for student experience leadership is a renewed commitment to remaining responsive and proactive. A thriving student experience operation is essential in staying true to The College's mission to uplift the financial services profession and benefit society.



Rachael Tisdale, MSFP, and Ben Tisdale, MSFP

**Looking toward the future, enhancements to The College's student experience and advising services will continue in response to student needs.**




## THE STUDENT EXPERIENCE

There were 17,581 students enrolled in credit- and non-credit-bearing courses in 2024.

# Chad Franks

LUTCF®, ChFC®, CLF®, CLU®, FSCP®

Since enrolling in his first course in 2005, Chad Franks, LUTCF®, ChFC®, CLF®, CLU®, FSCP®, has seen firsthand how student experience services have evolved over 20 years. He remembers a time when the pace of learning was slower and not as personalized. As an Alumni Council member who recently completed his fifth designation, Franks sees the difference student experience enhancements have made in his academic journey and how his experience at The College continues to shape his career. “I’ve been able to maintain a professional edge, find professional growth, and set an example as a leader.”

Advisors are equipped to handle far more than academic inquiries, so they are often the first line of contact students rely on in times of hardship. When presented with a challenge that has potential to stall or negatively impact a student’s academic journey, advisors cut through red tape and work to find the most impactful path forward. This confirms Parks’ belief that “it doesn’t cost a penny to build goodwill.” A more personalized system of support takes into account students’ individual circumstances and brings out common sense solutions. By simply connecting with students, advisors establish a sense of trust among The College’s broad community. 

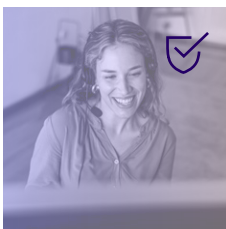
Franks sees how enhancements have helped The College maintain its status as “the premier source for credentialing in the industry.” He found ease in connecting with advisors and their hands-on approach. By ensuring that he was hitting goals, Franks felt more prepared to apply his designations in the workplace. He takes pride in staying sharp with the latest knowledge in the financial services profession and recognizes that designations bring along a sense of respect among his colleagues.



Chad Franks, LUTCF®, ChFC®, CLF®, CLU®, FSCP®

“  
*I’ve been able  
to maintain a  
professional edge,  
find professional  
growth, and set an  
example as a leader.*

—CHAD FRANKS, LUTCF®, ChFC®,  
CLF®, CLU®, FSCP®



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## THE STUDENT EXPERIENCE

The College provides a 24/7 chat feature.



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*As The College prepares for our upcoming centennial, we are eager to welcome the next century of excellence. Stay tuned for updates about this momentous milestone and its corresponding comprehensive campaign!*

Reflecting on my first complete year as senior vice president of advancement and alumni relations at The American College of Financial Services, I remain in awe of the community that advances our work and mission. From dedicated faculty and staff to passionate students and alumni, I have seen firsthand how innovation leads the way. Innovation was recognized in 2024 when The College was honored with the Luminaries Advisor Education Award for Thought Leadership and Education. This award is a testament to our community's impact and a reminder that our first-class education extends beyond the classroom.

The College's transformative impact is highlighted in our annual President's Report, an opportunity to showcase the success of our students and alumni. As you read through, I invite you to discover our latest achievements and commitment to lifelong learning. You'll learn about new academic offerings, such as Knowledge Hub+ and our Tax Planning Certified Professional™ (TPCP™) designation, along with enhancements to the student experience. I hope you will come away as inspired by these success stories as I was and ready to build on our momentum.

Over its nearly 100-year history, The College has remained an industry leader. Thanks to your passion and generosity, we have maintained a competitive advantage. With 238 scholarships awarded in 2024, we are empowering students to advance the financial services profession and benefit society. Your support makes that vision possible. As The College prepares for our upcoming centennial, we are eager to welcome the next century of excellence. Stay tuned for updates about this momentous milestone and its corresponding comprehensive campaign!

Thank you for your continued commitment and support of The American College of Financial Services. You are an essential part of our community, and I look forward to growing with you as we continue this journey together.

With gratitude,

*Carol Prushan*

Carol Parlin Prushan  
Senior Vice President  
Advancement & Alumni Relations

1927  
*legacy society*

THE AMERICAN COLLEGE OF FINANCIAL SERVICES

*Solomon Huebner left his mark on the profession.*

# What will yours be?

Create your lasting legacy with a planned gift. For more information, please contact **Alex Simon**, major and planned giving officer, at **Alex.Simon@TheAmericanCollege.edu**.

## Shape the Next Generation of Leaders



THE AMERICAN COLLEGE  
OF FINANCIAL SERVICES  
**ALUMNI**

### Donate to the Alumni Scholarship Fund!

In 2024, our Alumni Council successfully endowed the Alumni Scholarship Fund. Join them in empowering financial services professionals through education.

For more information, contact **Meagan Ryer**, manager of alumni relations and volunteer management, at **Meagan.Ryer@TheAmericanCollege.edu**.



Photo Credit:  
Gene Smirnov Photography

Alumni Council Leadership at the November 2024 Board Meeting



**TheAmericanCollege.edu/AlumniScholarshipFund**

## COURSE CORRECTION

# How The Retirement Course™ Helps Fill Knowledge Gaps

By Ryan Shockling, PCM®

In the past year, The American College of Financial Services released the findings of our 2023 Retirement Income Literacy Study.

Based on the results of these findings, we determined that older Americans face an unsettling reality: a majority of pre-retirees lack actionable retirement knowledge. Survey respondents averaged 31% on the retirement literacy quiz. This number is worryingly low and suggests a severe knowledge gap at a time in history when retirement knowledge is critical for aging Americans.

More Americans than ever are entering “retirement age” with an estimated 12,000 Americans turning 65 every day. The 2020 U.S. Census predicts more than 73 million Americans over age 65 by 2030.<sup>1</sup> Additionally, Americans are living longer – by 2035 the number of people over age 85 is expected to double to 11.8 million.<sup>2</sup> All of this suggests Americans are spending more time in retirement than ever before – making a well-planned retirement more imperative to your clients than any other point in history.

However, statistics show that many Americans are not prepared as they advance to this stage of life. According to Prudential Financial, Inc.’s 2024 Pulse of the American Retiree Survey, the median savings for 55-year-old Americans is less than \$50,000.<sup>3</sup>

## Explaining These Trends

Part of this lack of preparedness may stem from how Americans save. The change in company benefits structure shifts responsibility to the individual employee as they age into retirement. In 1970, nearly 50% of the private labor force was covered by an employer-provided pension to provide lifetime income.<sup>4</sup> Today only 11% of private sector workers participate in an employer-provided pension plan.<sup>5</sup> Instead, workers tend to build their own retirement savings through self-directed 401(k) and IRA plans. An Allianz Life Insurance Company study suggests that Gen Xers are noticing this trend, with 47% of Gen Xers stating they are receiving less retirement support from their employers than their parents did.<sup>6</sup>

Another contributing factor to this impending retirement crisis is Social Security, which was originally designed to replace 40% of the average workers’ wages. The system is now stressed by increased life expectancy. When Social Security was introduced, if a worker lived long enough to





retire at age 65, continued life expectancy was about 12 years. Today, a healthy 65-year-old can expect to live another 19 years. This increases the importance of personal savings.

## A Potential Solution

To help Americans looking to alleviate their gaps in retirement knowledge and subsequent retirement planning, We introduced The Retirement Course™. The Retirement Course™ is a consumer retirement program aiming to educate pre- and current retirees (50 years and older) so they can achieve more positive outcomes and recognize the importance of working with a financial professional. The course will also allow participants to appreciate the complexity of certain decisions and become more confident, educated, and prepared when acting on their own or meeting with an advisor.

The College will offer The Retirement Course™ free of charge to consumers and distribute it via The College's website, social media, and in conjunction with our corporate partners and other organizations, such as retirement plan recordkeepers, human resources departments, and unions. The course consists of 14 modules organized into four badges. Each badge consists of several modules covering specific topics designed to be completed in 20 to 30 minutes. After reviewing the introductory module,

learners can pick and choose modules they want to take and in what order they want to take them. Learners will take quizzes before and after completing badges to measure their progress. While not required, if a learner does complete all the course material, they will receive an official certificate of completion.

Our esteemed faculty develops and reviews all materials before they are provided to learners. Topics cover a wide range of issues facing those approaching, and already in, retirement — some financial, some lifestyle, and some psychological. It provides learners with a broad, well-grounded understanding of the many issues that come up in retirement.

Ultimately, The Retirement Course™ should be viewed as a useful knowledge tool, not only for individuals approaching retirement age, but also for you as you assist clients. Those who manage their own retirement will find themselves equipped with foundational knowledge that can guide them through some of the decisions they'll need to make as they approach retirement. For those working with a professional advisor, this course will provide a better base for understanding their own situation and the recommendations provided. Either way, taking The Retirement Course™ will make your clients more knowledgeable about retirement and help them produce better retirement outcomes for themselves and their families.

## Learn More

[TheAmericanCollege.edu/TheRetirementCourse](https://TheAmericanCollege.edu/TheRetirementCourse)



<sup>1</sup> United States Census Bureau. By 2030, All Baby Boomers Will Be Age 65 or Older. 2019.

<sup>2</sup> United States Census Bureau. Demographic Turning Points for the United States: Population Projections for 2020 to 2060. 2020.

<sup>3</sup> Prudential Financial, Inc. 2024 Pulse of the American Retiree Survey. 2024.

<sup>4</sup> Social Security Administration. Two Decades of Employee-Benefit Plans, 1950-1970: A Review. 1972.

<sup>5</sup> U.S. Bureau of Labor Statistics. 15 percent of private industry workers had access to a defined benefit retirement plan. 2024.

<sup>6</sup> Allianz Life Insurance Company. 2023 Annual Retirement Study. 2023.

INDUSTRY  
INDUSTRY  
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# How Next-Gen Professionals Can Drive *Inclusion and Spur Industry Growth*

By Kyle Robertson, MA

GROWTH  
GROWTH  
GROWTH

As demand for financial planning grows, the industry faces a mounting conundrum: how to continue to provide the services clients expect while also dealing with a shrinking workforce.

We believe the secret to ensuring future prosperity lies in the next generation of financial professionals — and in the improvement in representation they embody.

According to the Bureau of Labor Statistics (BLS), out of over 868,600 financial advisors and insurance agents in the U.S. in 2023, nearly 8% (some 65,315 professionals) left the business by year-end 2024 — and the decline isn't stopping there, as retirement and turnover trends

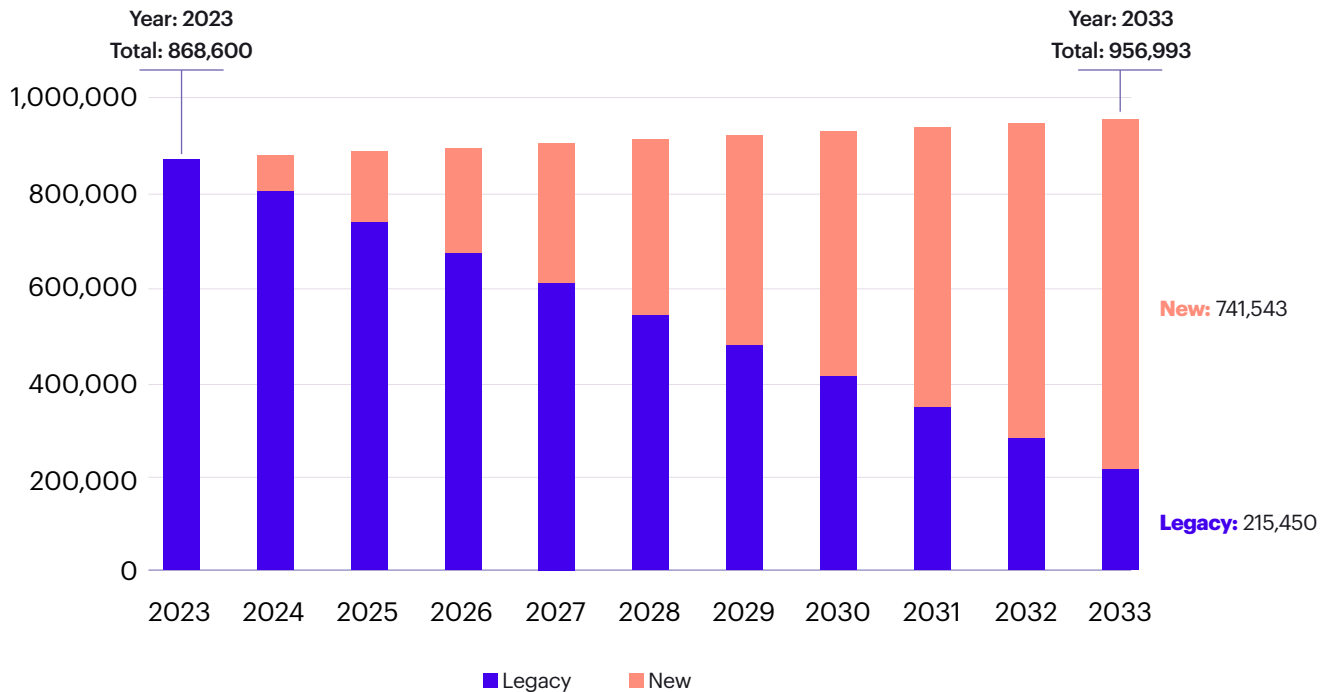
continue. The record number of financial professionals retiring has been called “the retirement cliff” and it’s coupled with a high amount of turnover, especially among early-career professionals. Meanwhile, the BLS estimates the demand for financial professionals will need to “climb” — the number of financial advisors will have to grow by 17% and the number of insurance agents by 6% over the next decade to meet demand for financial services among the aging U.S. population.<sup>1</sup>

THE CLIFF

THE CLIMB

## THE CLIFF & THE CLIMB

### Number of Financial Professionals Over the Next Decade\*



As of year-end 2023, the BLS reported a total of 868,600 financial advisors and insurance agents. If today's trends continue, then by 2033, The College estimates only 215,450 of those professionals will remain, as 291,533 will have retired and another 361,610 will have left for other reasons. Meanwhile, in addition to replacing financial professionals who will leave, we also expect 88,400 net new jobs to open over the next decade to account for the growing demand for financial services, as projected by the BLS.

741,543  
new hires needed over  
the next decade.

\*Data Sources and Assumptions: U.S. Bureau of Labor Statistics reports 321,000 financial advisors and 547,600 insurance agents as of 2023; BLS projects the number of financial advisors to grow by 17% and insurance agents by 6% over the next decade; BLS projects 27,000 openings for financial advisors and 47,100 for insurance agents each year (combination of retirement, other turnover, and net new jobs); Cerulli estimates 109,000 current financial advisors will retire in the next 10 years (= 10,900/year); NAMIC estimates 50% of insurance agents will retire in the next 15 years (= 18,253/year).

While many focus on recruitment into the industry of financial services, we believe increased recruitment must go hand in hand with another element: improving professional retention. A staggering 72% of new professionals leave the business before finishing their training, an enormous drain of time, money, and talent.<sup>2</sup>

In an editorial piece for WealthManagement.com, our President and CEO George Nichols III, CAP® called the supply-and-demand issue the single greatest threat the industry faces, and described three steps that could help reduce the volume of new advisors leaving the profession:

## STEP 1 Broader Recruiting

The industry needs to seek out candidates from undergraduate programs outside finance and economics, and from colleges and universities not considered part of the traditional “feeder” system.

## STEP 2 Greater Awareness

The industry needs to do better at making job candidates aware of the breadth of roles available and their compensation structures, industry trends, and possible career paths.

## STEP 3 Stronger Education

Research indicates advisors should not wait to invest in education or stop at one designation, and the industry should help to build their foundational competencies as well as specialized, applied knowledge.

“

*By welcoming individuals from all walks of life — including emerging talent, career-changers, and underrepresented communities — organizations can unlock fresh ideas and improve their practices for lasting success.*

— LINDSEY LEWIS, MBA, CFP®, ChFC®

All these suggestions share a common thread: an increased focus on strengthening the financial services profession with new faces that reflect those they serve. Researchers estimate that in the next 20 years, the United States will become a “majority-minority” nation, yet representation in

financial services still lags other professions.<sup>3</sup> Lindsey Lewis, MBA, CFP®, ChFC®, managing director of the American College Center for Women in Financial Services, says this infusion of youth and new ideas will inherently mean greater inclusion and representation.

“In the not-so-distant future, the financial services profession may no longer be able to thrive by clinging to ‘traditional’ business methods. Firms must cultivate cultures that prioritize inclusivity and embrace all perspectives to stay competitive and innovative,” she says. “By welcoming individuals from all walks of life — including emerging talent, career-changers, and underrepresented communities — organizations can unlock fresh ideas and improve their practices for lasting success.”

One of the keys to getting new and young financial professionals into the business, Lewis says, is by removing barriers to entry that may affect some communities disproportionately. As traditional perceptions of higher education shift, more and more young people are no longer choosing to pursue a four-year college degree, but many roles in financial services still require them.

Lewis calls for an increase in vocational programs that focus on applied financial knowledge, offering stackable career paths into and within the profession. By fostering educational partnerships and creating pipelines for individuals who forgo college, the industry can bridge the gap in talent acquisition.

To build that bridge, we must look to those who have managed to cross it themselves. Our NextGen Advisory Task Force, made up of financial professionals under the age of 40, gathers insights from the younger generation to address these and other issues.

Morgan Marlin, CRPS®, WMCP®, director of financial planning at ATL Global Advisors in Georgia, is a task force member who earned her Wealth Management Certified Professional® (WMCP®) designation through a scholarship from the Center for Women in Financial Services. Marlin, like many financial professionals, didn't start out in financial services just for the money — she says she's always wanted to help others, and her experience in the beginning reflects that of many young professionals today.

"When I first started, I was doing solely commission-based work: making hundreds of cold calls a day, only making what I could bring in on my own, and with very little work-life balance," she says. "I told myself I'd try it for a couple of years, and if it didn't work out, I'd leave. Luckily I managed to move up and into different forms of advising, but the fail rate at my firm was 98%; nobody I came into the business with is still in it. Once I became an advisor, I found myself working with people in the worst kinds of situations — third-generation business owners dealing with bankruptcy and other issues — and I thought to myself, if I could help them before their problems became untenable, that would be rewarding work."

“


*Offering more salaried positions as opposed to commission-based and helping new advisors build reputations and practices for themselves in those early years would be immensely helpful.*

— MORGAN MARLIN, CRPS®, WMCP®

Thanks to her advanced education and opportunities, Marlin says she's now very happy in her role with ATL and that, as the youngest and most credentialed advisor at her firm, she has visibility many others may not — but she still believes the industry needs to extend a hand to new financial professionals and give them a compelling reason to stick around.

"Offering more salaried positions as opposed to commission-based and helping new advisors build reputations and practices for themselves in those early years would be immensely helpful," she says.

With the ongoing advice of young professionals helping to reshape the face of financial services, and through programs, events, and initiatives focused on increasing representation in the industry, we can remove barriers to success and improve inclusion efforts at the same time.

To see how you can help, contact **Lindsey Lewis** at [Lindsey.Lewis@TheAmericanCollege.edu](mailto:Lindsey.Lewis@TheAmericanCollege.edu). 

# Support Scholarships

[TheAmericanCollege.edu/Scholarships25](https://TheAmericanCollege.edu/Scholarships25)



<sup>1</sup>U.S. Bureau of Labor Statistics. Occupational Outlook Handbook. 2023.

<sup>2</sup>Cerulli. 2023.

<sup>3</sup>McKinsey & Company. Closing the Gender and Race Gaps in North American Financial Services. 2021.

# How We *Support* *Our Students* Both *During* and *After* Their Designation Program

By Ryan Shockling, PCM®

As an institution of higher education, one of the tenets of our mission is to provide lifelong learning opportunities for our students and alumni. This means not simply being content with providing designations, but also becoming a permanent partner that continues to deliver insights, education, and up-to-the-minute knowledge long after you've completed your programs. Our designation programs are undeniably powerful — but creating this long-term relationship provides an even greater return on investment for our students, ourselves, and society at large.

Undeniably, most of our students start their lifelong learning journey through a designation program. These programs help financial professionals achieve a number of goals, from establishing themselves as a trustworthy source of informed financial advice to showcasing their value to clients, in a way that sets them apart from their peers. Sometimes, this educational journey is made possible through scholarship opportunities.

In 2024, we realigned our scholarship process to streamline communications and deadlines, process applications in a uniform manner, and strategically manage resources to ensure a broad spectrum of applicants are considered for scholarship dollars. Altogether, we awarded 238 scholarships this past year to help those interested in pursuing a career in financial services — assisted by new needs-based considerations to open the doors of opportunity to more applicants than ever before.



“

*I knew I wanted more knowledge both for myself and to give the clients I work with the best experience possible, and I'm grateful to The College for making that possible.*

—DESIREE KAUL, CFP®, ChFC®, AFC®

One such scholar is Desiree Kaul, CFP®, ChFC®, AFC®, a financial wellness advisor based in Florida. As a military spouse, she was referred to The College by fellow spouses and earned her Chartered Financial Consultant® (ChFC®) designation and completed CFP® certification education through a scholarship from the American College Center for Military and Veterans Affairs. She transitioned to financial services — specifically at United Services Automobile Association (USAA) — initially out of necessity as a mother and a professional, but she

says the more she learned, the more opportunity she saw.

“I knew I wanted more knowledge both for myself and to give the clients I worked with the best experience possible, and I'm grateful to The College for making that possible,” she says. “I live in a very small town with only a few options for people to get financial advice, and I've always known I'm more comfortable with fees for service rather than assets under management (AUM).”

In our 2024 Designation Outcomes Study conducted by FUSE Research, nearly 3,000 designees reported marked differences in outcomes over their peers with no designations. Simply put, those who study at The College are learning more, earning more, and getting more business as they demonstrate their value to potential clients and other professionals.

## Our Designation Outcomes<sup>1</sup>

Over a three-year period, advisors with College designations reported...



**35%**

higher growth in  
client retention



**16%**

higher growth in  
client referrals



**13%**

higher growth in  
earnings

...than their peers with no designations.

These results get even better when our students earn a second designation to complement or enhance their first — and we've been working hard to make our students' journey toward this specialized knowledge easier.\* With a variety of learning paths and interconnected course requirements, financial professionals finishing one College designation program can transition to another, often with only a few extra courses.

Corporate partnerships are another critical tenet of the lifelong learning picture, and one that can facilitate the journey from one designation to another through technology and strategic growth. New York Life Insurance Company (NYLIC)'s partnership with The College is one such powerful collaboration that sets a new standard for agent and advisor development in the financial services industry. Through this partnership, The College provides premier professional designations while New York Life delivers on its unwavering commitment to agent and advisor training, ensuring the company's workforce is equipped to be the best in the industry.

Janice Advani, CLU®, ChFC®, vice president of field learning at New York Life and a College designee herself, highlights the benefits of this collaboration.

"We are dedicated to guiding our agents and advisors along a path to specialization," she says. "The starting point is foundational education through NYLIC University, and progress continues toward prestigious designations such as the Financial Services Certified Professional® (FSCP®) and Chartered Financial Consultant® (ChFC®). From there, our agents and advisors advance into one of five specialized tracks, earning designations like the Retirement Income Certified

Professional® (RICP®) for retirement planning or the Wealth Management Certified Professional® (WMCP®) for wealth advisory, among others."

This partnership seamlessly blends the industry-leading expertise of The College with New York Life's practice model system, enabling agents and advisors to refine their skills while mastering their craft.

"We know specialization not only enhances earnings potential, but also meets the growing client demand for holistic advice and guidance and protection-first planning," Advani adds. "Our agents and advisors are always seeking opportunities to better serve their clients. We've seen significant productivity gains from The College's designations too. The synergy between our training model and the expertise provided by The College creates a dynamic advantage for both our agents and advisors as well as their clients."

At The College, we continue to build onto our student and alumni learning journeys as they progress through their professional careers. These include our Knowledge Hub and Knowledge Hub+ offerings: the former, a free repository of insights and thought leadership viewable on our website; the latter, a subscription-based service free to designees in good standing offering quarterly live webcasts with top experts in the industry and over 80 hours of College and CFP Board-approved continuing education (CE) programming. In-person events such as the recent Horizons retirement planning conference and the upcoming annual Conference of African American Financial Professionals (CAAFP) provide networking and educational opportunities for attendees.



“

*We [at New York Life] know specialization not only enhances earnings potential, but also meets the growing client demand for holistic advice and guidance and protection-first planning...we've seen significant productivity gains from The College's designations.*


—JANICE ADVANI, CLU®, ChFC®

Future pathways for growth exist in avenues like the expansion of mentorship programs for developing financial professionals. The Center for Military and Veterans Affairs is forming such a program in collaboration with USAA, as nearly 25% of USAA's employees are veterans or military spouses. The program will assist active-duty, veteran, guard, or reserve service members and military spouses studying with us to better transition into new careers in financial services and connect them with our broad and ever-expanding military network. Eventually, virtual mentoring sessions may allow experts to share valuable insights and career advice with scholars, as well as directly support their career aspirations through one-on-one and group interactions.

Kaul is among those tapped to lead this effort as a mentor facilitator for the USAA-backed program. She says while she's progressed from being a paraplanner to an associate advisor and now to a larger leadership

position, she still enjoys doing pro bono work for military families through the Financial Planning Association (FPA) and putting the knowledge she gained with us to use in changing others' lives for the better.

"I just want to keep giving people unbiased advice, and as a community, we military members and spouses like to watch out for each other," she says.

We continue to take great pride in supporting financial professionals throughout all points of their career, with an unwavering focus on delivering applied knowledge for the benefit of society at several points along a learner's journey. To see how we can help you take the next step on your own learning journey, visit the Knowledge Hub section of our website, subscribe or sign into Knowledge Hub+, listen to our Shares podcast, subscribe to our Connections newsletter, and follow us on social media for the latest opportunities. 

<sup>1</sup>FUSE Research Network. The American College of Financial Services Designation Outcomes Study. 2024.

<sup>\*</sup>See "Formula For Success: How In-Demand Learning and Specialized Knowledge Power Growth" pg. 5



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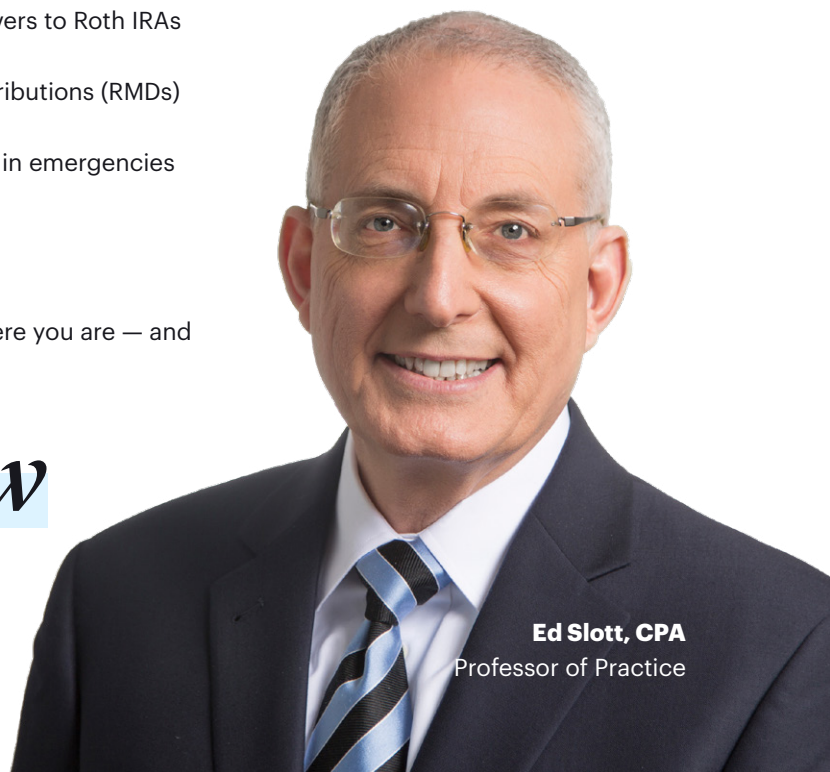
- ✓ Effects of the Tax Cuts and Jobs Act (TCJA) and potential new tax policy
- ✓ Changes in 529 education accounts and tax-free rollovers to Roth IRAs
- ✓ Latest shifts in rules governing required minimum distributions (RMDs)
- ✓ New age-based, penalty-free withdrawal rules for IRAs in emergencies
- ✓ Ongoing impacts of the SECURE 2.0 Act, and more...

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## Get Started Now

Visit [TheAmericanCollege.edu/IRA-Success](https://TheAmericanCollege.edu/IRA-Success)

<sup>1</sup>The Role of IRAs in US Households' Saving for Retirement. January 2022.



**Ed Slott, CPA**  
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# 2024 Awards and Accomplishments



— 10<sup>TH</sup> ANNUAL —

2024 Wealth  
Management.com  
Industry Awards  
Winner

10th Annual 2024  
WealthManagement.com  
“Wealthie” Industry Award |  
Industry Research Provider |  
2023 Retirement Income  
Literacy Study



ALM | THINK ADVISOR  
LUMINARIES AWARDS 2024

**FINALIST**

ThinkAdvisor LUMINARIES Award 2024 | Thought Leadership  
2023 Retirement Income Literacy Study



TopWorkplaces.com Powered by  
Energage | Employee Wellbeing  
| Top Workplaces for 2024



TopWorkplaces.com Powered by  
Energage | Employer Work-Life  
Flexibility | Top Workplaces for 2024



Gramercy Institute Financial Content Marketing  
Award 2024 | Miscellaneous Financial Services (BMT)  
Business-to-Multitarget | Advisor Toolkits

## Academic Accomplishments

**24**  
presentations  
nationwide

**20**  
articles  
published

**9**  
podcast  
features

**15**  
industry awards  
and recognitions

**14**  
interviews  
and webinars

# We are pleased to announce our 2024 inaugural faculty award recipients

## Excellence in Teaching Award



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MSFS, MSM, MA, AEP®,  
CLF®, ChFC®, CLU®, Certified  
Financial Fiduciary®

Full-Time Faculty



**Tracey C. Jones**

MBA, PhD

Adjunct Faculty

## Excellence in Research Award



**Eric Ludwig**

PhD, CFP®

Full-Time Faculty



**Steve Parrish**

JD, RICP®, CLU®, ChFC®, AEP®

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## Excellence in Service Award



**Chet R. Bennetts**

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**James B. Vernon**

PhD

Adjunct Faculty

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**Angie Ribuffo, CFP®, RICP®, ChFC®, CDFA®, CLTC®, WMCP®**

**Irv Rosenzweig, CFP®, ChFC®, CLU®, CRPS®, AEP®, AIF®**

**Padric H.B. Scott, AEP®, CFP®, ChFC®, CLU®, WMCP®, CCFC, CAP®, MSFP**

**Ryan Swenson, RICP®**

**Andrew Tudor, CFP®, RICP®, CAP®**

**Dave Valdez, ChFC®, CLU®, AAMS®, CWS®, AIF®**

**Heather Welsh, CFP®, AEP®, MSFS**

**Fatima T. Williams, FSCP®**

**Marco R. Williams, CFP®, Black Executive Leadership Program Fellow**

**Scott A. Winslow, MSFS, ChFC®, CLU®, RICP®, AEP®, CCFC**

# NextGen Advisory Task Force



Our NextGen Advisory Task Force represents the rising leaders of financial services. They work to build awareness of the profession, establish best practices for the future, and attract tomorrow's clients.

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**Mariana Llamas, CFP®**

**Anna Kareis**

**Mariel Walker**

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**Matt Aaron, CFP®, RICP®, ChFC®**

**Bilal Afolabi, CFP®, ChFC®**

**Matt Riley, ChFC®, ChSNC®**

**Brandon Lovingier, ChFC®, MQFP™**

**Michael Acosta CFP®, ChFC®, RICP®, CSLP®**

**Brian Seymour, CFP®, ChFC®, RICP®, WMCP®**

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**Kyle Kuyat, CFP®, ChFC®, RICP®**

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NFP

**Pam Wheeler**

NFP

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Guardian

**Kathy Tague**

Northwestern Mutual

**Julie Davis**

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**Kim Thomas**

OneAmerica

**Cynthia "Cindy" Hoes**

Nationwide Financial

**Alisha Reed**

Protective Life

**Eric Jackson, CLU®, LUTCF®**

New York Life Insurance Company

**Natalia Brown**

National Debt Relief

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Chairman of the Advisory Council, The American College  
Cary M. Maguire Center for Ethics in Financial Services

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Allianz Life Insurance Company

### **Noreen D. Beaman**

East Bay Executive Coaching and Consulting

### **Mark J. Madgett**

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Bentley University

### **James Rabenstine**

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### **Philip M. de Bruyn**

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### **Sunita Sah, MD, MBA, PhD**

Cornell SC Johnson College of Business, Cornell University

### **George I. Connolly, JD, CLU®, ChFC®**

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### **Lisa Stewart**

State Farm

### **Luke R. Ficken, CFP®, BFA™, CLTC®, FIC**

Thrivent

### **Bill J. Williams**

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The Personal Advisor Group

### **Todd Haugh, JD**

Kelley School of Business, Indiana University

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MILMO and MilMoneyCon

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The American College of Financial Services

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MassMutual Financial Group

**Pat Bergmaier, LUTCF®, ChSNC®, RICP®**

1847Financial

**Jerry Hulick, CLU®, ChFC®, ChSNC®**

The Washington Group Special Care Planning Team

**Bridget Wall**

Northwestern Mutual

**Keri Metres**

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**Tom Brinker Jr., JD, LLM, PFS/CPA, AEP®, ChFC®**

The American College of Financial Services

**Amy O'Hara**

Littman Krooks LLP



# Honoring The College's Most Loyal Supporters at the President's Dinner

Our annual President's Dinner shows appreciation to President's Circle members and highlights The College's achievements. It also serves as an opportunity to recognize the significant contributions of some of the generous supporters who help make our work possible.

## Congratulations to our 2024 award recipients:

### Huebner Gold Medal



Sy Sternberg, CLU®

### President's Award



R. David Fritz Jr., CLU®

### Alumni Hall of Fame



James A. Petersen, PhD, MSM, MSFS, CPMBC, CFP®, CLF®, CPBL, ChFC®, CLU®, CASL®, RICP®, WMCP®, ChSNC®, CRPC®, CAP®, AEP®, CEPA®

### Second Century Society



Charles R. (posthumously) and Mary M. Wright

### Women Working in Wealth<sup>SM</sup> Award



Leslie Susanne Calkins, MSFS, CLU®, ChFC®, CASL®, RICP®, CAP®

### NextGen Financial Services Professional Awards



Gloria S. Garcia Cisneros, CFP®



Brandon Lovingier, ChFC®, MQFP™

# Upcoming Events

We believe events should connect communities, catalyze change, and accelerate careers through knowledge.



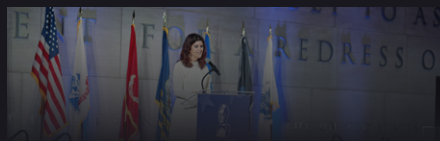
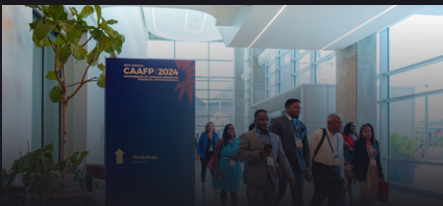
August 11-13, 2025  
Atlanta, GA



September 18, 2025  
Philadelphia, PA



November 13, 2025  
Philadelphia, PA



Browse our latest calendar of  
upcoming conferences and events at  
[TheAmericanCollege.edu/Events](https://TheAmericanCollege.edu/Events)

For questions or sponsorship opportunities,  
please contact [Events@TheAmericanCollege.edu](mailto:Events@TheAmericanCollege.edu)





Photo Credit: The Cork Bros

Representatives from MassMutual attended the 18th Annual Conference of African American Financial Professionals (CAAFP) in Atlanta, GA. This three-day conference brought together financial professionals for important conversations about the future of representation in financial services and serving underrepresented groups.



Photo Credit: Gene Smirnov Photography

George Nichols III, CAP®, Major General Suzanne Vautrinot, USAF (Ret.), Lieutenant Colonel William Keller, USAF (Ret.), and Phil Easton, CMSgt, USAF (Ret.) at the 2024 Military Summit and Soldier-Citizen Award & Scholarship Fund Dinner in Philadelphia, PA. Major General Vautrinot received the Soldier-Citizen Award. The Military Summit programming included the Maury Stewart Lecture Series and the Leadership Symposium, which was attended by 134 financial professionals, service members, veterans, military spouses, and scholars.



Photo Credit: Photo Fusion Studio

Panelists Joellen Meckley, JD, MHS, ChSNC®, Associate Vice President, Centers Strategy and Operations, Managing Director, Center for Special Needs, Don Brown, Founder, Special Needs Funding Coach, Kristen Carleton, CEO, All Needs Planning, and Karen Starbowski CLU®, ChSNC®, Special Care Planner, MassMutual, speak to attendees at the 2024 Advanced Special Needs Planning Symposium. The conference, hosted in Phoenix, AZ, focused on topics including taxation, care management, housing solutions, and advocating for clients.



Photo credit: Ian Alexander Photography, LLC.

The 2024 Black Executive Leadership Program cohort was hosted at Nationwide Financial headquarters in Columbus, OH. The program cultivates a space for high-potential middle management leaders to learn and grow alongside senior leaders and executive sponsors committed to championing their success and advancing corporate inclusion initiatives.



Photo Credit: The Cork Bros

Even a full schedule leaves time for fun at 18th Annual Conference of African American Financial Professionals (CAAFP) in Atlanta, GA! This marquee event also provides programming with insightful, inspiring speakers and creates powerful networking opportunities.



Photo Credit: The Cork Bros

Alumni, friends, and loyal supporters mingle at the 2024 President's Dinner. This annual event honors and celebrates the impactful contributions of The College's generous supporters, whose contributions drive our continued progress. During the evening, awards and recognitions are presented to those making an impact on The College and the profession at large.



Photo Credit: Gene Smirnov Photography

Todd M. Schoon, JD, CLU®, ChFC®, R. David Fritz Jr., CLU®, George Nichols III, CAP®, and Salene Hitchcock-Gear, JD, at the President's Dinner. David Fritz received the 2024 President's Award, acknowledging his long-standing commitment to The College. The event celebrates those incredible supporters, like David, who help forward The College's mission with an evening of gratitude and recognition.



THE  
**AMERICAN  
COLLEGE**  
OF FINANCIAL SERVICES®

John Doe, CFP®, ChFC®, RICP®, CLU®, FSCP®, ChSNC®, CAP®  
123 Street Road, Suite 1234  
City, XX 01234

630 Allendale Road, Suite 400  
King of Prussia, PA 19406

# 2024 By the Numbers\*

A look back at the significant markers and milestones of the year.

**\$1,116,696**

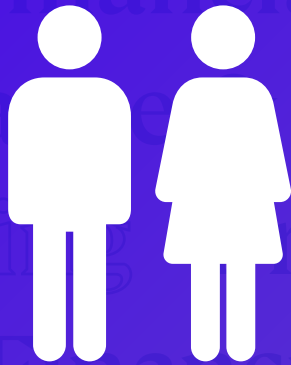
Scholarship dollars awarded in 2024

**5,631**

Designations and  
degrees conferred

**1,815**

Gifts and  
commitments received



**17,581**

Total students  
enrolled

**1,564**

Consumers enrolled  
in Know Yourself,  
Grow Your Wealth®  
financial education  
program

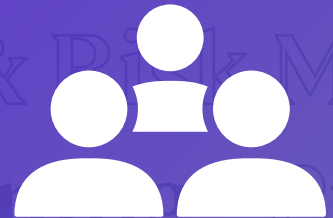
**22**

Ambassadors in the  
FinServe Network



**1,475**

Learners engaged through events



\*Annual data as of December 2024.

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