



For Immediate Release

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**CEV Multimedia and Center for Financial Responsibility
Partner on Financial Literacy Certification**

Personal Financial Literacy Certification guides students through foundational finance principles

LUBBOCK, Texas (November 27, 2018) – In order to prepare students for vital monetary decisions that will affect them for the rest of their lives, [CEV Multimedia](#) and the [Texas Tech University Center for Financial Responsibility \(CFR\)](#) have collaborated to develop the Personal Financial Literacy Certification.

Financial stress is epidemic, even more problematic than personal relationships and work according to data from [Northwestern Mutual's 2018 Planning & Progress Study](#). The recent [Purchasing Power Financial Stress Survey – 2018](#) found that 87 percent of U.S. adults are at least somewhat stressed about money. What is causing this stress? Respondents pointed to a variety of reasons including household bills, unexpected expenses, [retirement planning](#), healthcare, and high credit balances.

As the economy evolves and the complexities of financial products increase, it is imperative students understand financial basics pertaining to credit cards, loans, retirement, investments and mortgages. This certification will equip students with the key skills necessary to make informed financial choices, perform better in the workplace and achieve long-term financial success, no matter what job they choose.

Developed in partnership with the Texas Tech University Center for Financial Responsibility in the Department of Personal Financial Planning, the certification consists of 15 modules and addresses crucial topics such as:

- Savings & Investments
- Budgeting & Planning
- Personal Taxes
- Personal Risk Management
- Retirement & Estate Planning
- Home Buying
- Employee Compensation
- Cost of Education & Training

“The CFR believes teaching financial skills to young people prior to entering college or the workforce is critical to better preparing them to live independently as adults,” says Ashley Guillemette, MPA Director of the CFR. “By partnering with CEV Multimedia, we are able to expand our educational outreach to enhance the overall financial stability of students nationwide.”

Students and educators access the certification through iCEV, a leading online education platform. iCEV offers professional demonstrations combined with practical, interactive

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coursework to prepare students for post-secondary education and high-skill, high-demand careers. Educators can quickly monitor, track and engage students directly through the platform's interactive lessons.

"The CFR has a reputation for excellent outreach programs and educational opportunities in financial literacy," said CEV Multimedia Vice President of Brand Management Clayton Franklin. "Partnering with them was pivotal in developing a relevant and much needed certification for students."

The modules and final certification exam will be available January 2019. For more information on the Personal Financial Literacy Certification, please visit www.icevonline.com/finance.

In addition to the Personal Financial Literacy Certification, CEV Multimedia provides testing for a host of other certifications supported by industry leaders:

- American Meat Science Association Food Science & Safety Certification
- Bayer CropScience Plant Science Certification
- Elanco Veterinary Medical Applications Certification
- Express Employment Professionals Career Preparedness Certification
- Southwest Airlines Professional Communications Certification

About the Texas Tech University Center for Financial Responsibility

The Center for Financial Responsibility is committed to expand research efforts and educational outreach to enhance the financial well-being of individuals and families. The Center advances this cause by supporting multiple initiatives:

Research:

The Center for Financial Responsibility supports research efforts in the areas of specific initiatives surrounding important policy issues in the financial planning industry.

Outreach:

The Center for Financial Responsibility hosts outreach programs to enhance the financial well-being of individuals and families.

About CEV Multimedia

With 34 years of experience, CEV specializes in providing quality Career & Technical Education (CTE) curriculum and education resources for several major subject areas: Agricultural Science and Technology, Family & Consumer Sciences, Business Education, Marketing Education, Trade and Industrial Education, Health Science, Law Enforcement and Career Exploration. CEV received the U.S Chamber of Commerce's Blue Ribbon Small Business Award in 2012 and has been honored numerous times for its excellence in content creation and exemplary business practices. In 2012, CEV introduced iCEV, an online platform revolutionizing the way CEV produces and delivers educational content. iCEV is the most comprehensive online resource for CTE educators and students offering learning-on-demand features, video clips streaming and

testing and grading capabilities to any device with Internet capabilities. Through iCEV, students can earn industry-backed certifications across multiple areas of CTE that prepare them for college and beyond. For more information, visit www.icevonline.com.

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