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PremierOne Credit Union Launches New Financial Education Program for High School Students in Santa Clara County.

San Jose, CA, 4/19/2021- PremierOne Credit Union today announced the launch of two financial education programs. EVERFI Financial Literacy for High School, a personal finance education program for students in grades nine to 12, and the Venture program, a finance and entrepreneurship education program for students in grades seven to 10. Both courses have been made available at no cost through PremierOne Credit Union's relationship with the nation's leading social impact education innovator, EVERFI, Inc.

EVERFI Financial Literacy teaches high school students how to make smart financial choices that promote financial well-being over their lifetime. The program features an interactive learning platform designed specifically to translate complex financial concepts like understanding a pay stub or completing the FAFSA (Free Application for Federal Student Aid) form and introduces the basic financial literacy skills needed as high-school students transition into adulthood. According to [EVERFI](#), 53 percent of Gen Z students rank money management as the most daunting challenge they face today.

Through a series of interactive lessons, EVERFI Financial Literacy will help students develop actionable strategies for managing their finances. The robust course library covers a number of topic areas, including income and employment, budgeting, credit and debit cards, and financing higher education. The seven-module course immerses students in real-life financial scenarios. It allows them to move at their own pace through the lessons, providing bite-sized instructional animations that make the topics approachable and relatable.

"Giving back to the community is essential to PremierOne Credit Union, especially giving back to our young members who are the key to our future. We are excited to provide these free financial courses to our local schools to create financial stability early on and convey the most convenient way to learn about money," said PremierOne Credit Union's CEO and President, Andrea Brewer.

The Venture program is designed to equip students with the skills to think entrepreneurially about business and life. The curriculum focuses on finance and entrepreneurship, allowing students to master the basics of business and prepare for their future careers. According to Emergent Research and Intuit, by 2020, at least 40 percent of America's workforce will be entrepreneurs, freelancers, or contractors.

Venture uses case studies, interactive business simulations, and personal development activities to aid students in developing a personalized plan for their businesses. Each course module is 30-45 minutes in length and provides bite-sized instructional animations that make the topics digestible and relatable for students.

"Understanding your finances and making sound financial decisions is key to a strong future, but many people don't know where to turn to get the information they need in a way that is age-appropriate and easily understandable," said EVERFI Co-Founder and President, Ray Martinez. "By laying the foundation for financial literacy at a young age, students will be prepared with the skills needed to enter into the new economy and make for a smooth transition into adulthood."

Both platforms offer detailed data and reporting by allowing teachers to uniquely track the progress and performance of every student and see real-time data on student performance. At the same time, the technology aggregates crucial data on hours of learning completed and knowledge gains.

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About PremierOne Credit Union

PremierOne Credit Union is a full-service financial institution headquartered in San Jose, CA. With more than \$540 million in assets, PremierOne Credit Union has been in business serving Santa Clara County for over 80 years. They offer four branch locations, as well as access to almost 5,000 branches and 30,000 ATMs as part of the CO-OP Network. In addition, membership is available to anyone who lives, works, studies, or worships in Santa Clara County, CA. For more information, go to www.premieronecu.org or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) or [Twitter](#).

About EVERFI, Inc.

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 41 million learners globally. In 2020, the company was recognized as one of the World's Most Innovative Companies by *Fast Company* and was featured on *Fortune Magazine's* Impact 20 list. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, as well as Advance, Rethink Education, Rethink Impact, The Rise Fund, and TPG Growth. To learn more about EVERFI and how you can #answerthecall please visit everfi.com or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) @EVERFI.