

Business College Teaches Students Money Management Skills ***Goodmoneyhabits.com Required for All Students at Jamestown Business College***

Jamestown, N.Y., January 28, 2009— With the national economy declining, financial concerns are increasing. How to finance an education is a major concern for most families when making college decisions. Many college administrators agree that now, more than ever, their students need money management skills.

Last year, Jamestown Business College (<http://jamestownbusinesscollege.edu/>) offered an online financial education program to incoming students. As part of new student orientation, the college offered Goodmoneyhabits.com, (<http://www.goodmoneyhabits.com>), a Web-based program to teach students the basics of financial management including how to budget and manage debt, and the responsible use of credit cards.

Rosanne Johanson, dean of student affairs at Jamestown Business College, said that the students were very receptive to the training. "Many young people are hungry for this knowledge," she said. The interactive program uses scenarios of common financial situations and outcomes.

Goodmoneyhabits.com was created by The EDSA Group (<http://www.theedsagroup.com/>). Susan Windham, chief executive officer, said it was created to help adults of all ages, from students to retirees, to manage their personal finances. "Lack of financial management skills has a real impact on college students, particularly in this economy," said Windham. "Studies have shown that college students who drop out of school will earn much less over their careers than those who graduate. Financial education is an important skill for everyone to have," she said.

As the fall 2008 semester ended, a new national survey found that student enrollment was one of the leading concerns of private college and university presidents. According to the National Association of Independent Colleges and Universities, 93 percent of survey respondents were greatly or moderately concerned about preventing a decline in student enrollment. Forty-nine percent of responding presidents were anticipating a decline in enrollment of up to 10 percent for the spring 2009 semester, while seven percent expected to see a decline of 11 percent or more.

At Jamestown Business College, reactions to the financial education program were so positive that the course is now required for all new students. "We feel that teaching this skill set is very important for the future success of our students--in the classroom and in their personal lives down the road," said Johanson.

ABOUT JAMESTOWN BUSINESS COLLEGE

Jamestown Business College (<http://jamestownbusinesscollege.edu/>), located in Jamestown, New York, is a private college offering programs leading to associate's and bachelor's degrees. JBC is accredited by the Middle State Commission on Higher Education.

ABOUT THE EDSA GROUP AND GOODMONEYHABITS.COM

The EDSA Group (<http://www.theedsagroup.com>), headquartered in Baton Rouge, Louisiana, is a national leader in financial education. The EDSA Group offers live workshops, one-on-one educational meetings, and an online financial education program, Goodmoneyhabits.com (<http://www.goodmoneyhabits.com>), for individuals who want to make informed decisions about their personal finances.

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