FINANCIAL PLANNING CHALLENGE

PRESENTING ORGANIZATIONS

Ameriprise Financial®

CFP BOARD

FPA FINANCIAL PLANNING ASSOCIATION

2018 Financial Planning Challenge Guidelines

Presented by:
Ameriprise Financial, *Founding Corporate Partner,*
Certified Financial Board of Standards, Inc. and Financial Planning Association

OVERVIEW

The Financial Planning Challenge (FPC) is a competition for undergraduate degree programs registered with CFP Board. The objective of FPC is to promote the profession of financial planning as a vibrant community and viable career choice. The event will engage students in a holistic financial planning learning experience and expand awareness of the professional community and organizations that support the profession. Our desire is to support the success of the next generation of financial planners by engaging students and academic advisors in the financial planning community, raising awareness of career opportunities, encouraging involvement, learning and networking.

The competition criteria have been developed in part to illustrate potential avenues for satisfying the CFP Board Financial Plan Development Course requirements for both students and faculty. Teams will participate in preparing and presenting a complete financial plan and compete in the game-show style "How Do You Know" Challenge.

The competition will consist of three phases:

- Phase 1: Written Financial Planning Case Study
- Phase 2: Financial Planning Case Study Presentation
- Phase 3: "How Do You Know?" Challenge, a game-show style challenge

Student Teams:

- Teams may consist of up to three undergraduate students. Students may not participate in more than one team.
- Limit one team per school.
- All participating students must be enrolled in an undergraduate degree program registered with CFP Board as of May 1.
- Students considered graduate students by their school may not participate.
- Each team must be represented by an Academic Advisor.
- Students are prohibited from seeking advice from professionals or from persons not participating in the challenge.

CFP Board Experience Hours:
In recognition for the hours of research, application and presentation preparation, CFP Board will provide each team member hours toward the Experience requirement leading to certification. Hours will be awarded for completion of the following activities:

- Phase 1: Written Financial Planning Case Study (20 hours)
- Phase 2: Financial Planning Case Study Presentation (30 hours)
- Phase 3: "How Do You Know?" Challenge (30 hours)

Judging:

- Judges will use a Case Grading Rubric for Phases 1 and 2.
- Phase 1 and Phase 2 will be judged by a panel selected by and representing each of the Presenting organizations. Judges overseeing Phase 2 will be onsite during the competition.

- Each phase of the competition will be assigned a point value which will be weighted as follows:
    - Phase 1 – 30%
    - Phase 2 -50%
    - Phase 3 – 20%

  Note: Weight was determined with emphasis on the oral presentation as it signifies the importance the client relationship and the value of planning.

PHASE DESCRIPTIONS

Phase 1

Written Financial Planning Case Study

The first phase of the competition consists of a financial planning case study for two hypothetical clients. Students must assess the client's needs and prepare a comprehensive financial plan for the clients based on the data provided. Teams must prepare a client welcome letter and a one page summary outline. Note: use of commercially available financial planning software is prohibited.

The written plan should include the following:

- Assess the clients' current financial condition.
- Identify the major Strengths, Weaknesses, Opportunities, and Threats. (SWOT)
- Identify and disclose specific assumptions used in analyzing each goal and need.
- Discuss the resolution of any conflicts between the clients' goals and needs, and the ability to satisfy them due to financial or other constraints.
- Identify the extent to which other professionals are required to implement any recommendations.

Submission:

- Student teams must submit their financial plan and registration form (can be found online) by **May 18** to Destre Downing, FPA, Learning and Development, at DDowning@OneFPA.org
- Each team should submit their financial plan as one (1) compiled document in PDF format.
- **Important:** Please do not include your school's name or team member names on any pages of your submitted case.

Judging:

- A panel of judges representing each Presenting organization will review the submissions based on a standardized grading rubric (available online) to maintain consistency.
- Each submission will be assigned a point value based on the quality of their submission. The Phase 1 score has a weighted score of 30%.

Winners:

- The top eight (8) student teams based on the Phase 1 score will be announced on July 16, 2018.
- All teams that submit a case will be encouraged to attend **FPA Annual Conference 2018**, October 3-5.
- The top eight (8) teams will be provided financial support by the presenting organizations to attend **FPA Annual Conference 2018** in order to participate in Phase 2 and Phase 3 of the challenge.

Phase 2 –

Financial Planning Case Study Presentation

The top eight (8) teams from Phase 1 will continue to Phases 2 and 3, at **FPA Annual Conference 2018**. The teams will make an oral presentation of their plan to a panel of judges serving in the roles of the clients.

Requirements:
Minimum requirements and criteria for the oral presentation will be posted online and provided to the top eight teams advancing from Phase 1.

Judging:

- Teams will be evaluated based on their oral presentations that specifically address how well they met the needs of the clients.
- Judges will use a standardized grading rubric. Each team will be assigned a point value based on their performance in the presentation. The Phase 2 score has a weighted score of 50%.
- The top team, based on score, will be recognized with a certificate.

Phase 3 –

"How Do You Know?" Challenge
The top eight (8) student teams will compete in the "How do you Know?" Challenge, a game-show style challenge held in conjunction with **FPA Annual Conference 2018.** Phase 3 will test the team's knowledge of comprehensive financial planning across the seven disciplines. Each team will be presented questions based on relevant financial planning learning objectives similar to the CFP® exam topics, as well as questions related to the case study and hypothetical clients.

Requirements:
Must bring a calculator.

Judging:

- Each team will be assigned a point value based on their performance in the challenge. The Phase 3 score has a weighted score of 20%.
- The top team, based on score, will be recognized with a certificate.

AWARDS

Scores from phases 1, 2 and 3 of the competition will be combined. The top eight (8) student teams based on their Phase 1 score will be announced on July 16, 2018. These teams will advance to the final phases of the competition held in conjunction with FPA Annual Conference 2018.

Each student from the top eight (8) teams will receive the following:

- Roundtrip Airfare and Transportation
- Lodging
- Complimentary FPA Annual Conference Registration
- 60 hours toward the CFP Board Experience Requirement
- $75 Gift Card Award
- Complimentary FPA Membership (1 Year)

The academic advisor from each school will receive the following:

- Roundtrip Airfare and Transportation
- Lodging
- Complimentary FPA Annual Conference Registration
- Complimentary FPA Membership (1 Year)

In addition, the top three (3) teams will be awarded the following:

- 1st Place Overall: $10,000 scholarship for their school, one hour of Career Coaching from Caleb Brown at New Planner Recruiting and full scholarship to FPA's highly acclaimed Residency Program.

- 2nd Place Overall: $5,000 scholarship for their school
- 3rd Place Overall: $1,000 scholarship for their school

COMPETITION TIMELINE

May 18 – Phase 1 Case Submission Deadline
July 16 – Top 8 Student Teams Announced
Week of July 23 – Academic Advisor Conference Call
October TBD – Onsite Orientation
October TBD – Phase 2: Financial Planning Case Study Oral Presentations
October TBD – Phase 3: "How Do You Know?" Challenge
October 3-5 – Students Participate in Annual Conference Networking and Learning Opportunities

ROLES AND RESPONSIBILITIES

The role of the academic advisor is to seek out talented students within the financial planning program and gain their interest in the event. After the team is entered into the competition, the requirement is minimal. For obvious reasons, the students are not allowed to seek or accept any help from their faculty advisors, a third party, the Internet, etc. with the case study. While faculty advisors may cheer them on from the sidelines, they are not allowed to talk with the students about the case, coach them or offer any kind of assistance that might be perceived as guidance with the case study. Student teams will not be permitted to attend other team presentations.

The Academic Advisor should . . .

1. **The academic advisor must be a faculty member** and not a graduate student of the college. The faculty member needs to be on the faculty for at least 50% of their time. Exceptions may apply.
2. **Spread the word**. Share information about the Financial Planning Challenge with university administrators and gain support from the students.
3. **Generate interest.** Generate interest in the Financial Planning Challenge among students by sharing information about the event and past experiences.
4. **Develop and manage a process for selecting a team of two to three students**. This could consist of a university level competition, peer selection or a volunteer basis.
5. **Accompany the team to the competition**. *Provided your team is one of the 8 finalists.*
6. **Work with your school and students to establish guidelines for conduct while representing the university**. The presenting organizations are not responsible for students' safety during this event.
7. **Be accessible to students during the competition**. But remember, the academic advisor will not participate in any phase of the competition.

RULES AND GUIDELINES

For obvious reasons, the students are not allowed to seek or accept any help from their academic advisors, a third party, the Internet, etc. with the case study. While academic advisors may cheer them on from the sidelines, they are not allowed to talk with the students about the case, coach them or offer any kind of assistance that might be perceived as guidance with the case study.

Only the team of students is allowed to work on the financial plan submitted for the case competition. This means no help from any professors, graduate students, financial advisors or other students not on the team. No commercially available financial planning software will be allowed for any phase of the competition. Teams may use spreadsheet and presentation software applications, as well as calculators for the case competition phase. The Internet may be used to research and reference information, as long as it is not used for calculating and documenting analysis for the case competition.

Eligibility
Only schools that offer an *undergraduate* financial planning degree program registered with CFP Board may be eligible to compete in the Financial Planning Challenge competition.

General Rules and Guidelines
All participating students must be enrolled in an undergraduate degree program registered with CFP Board as of May 1. To maintain a fair competition, eligibility is limited to students who have either no professional financial planning experience or very limited experience. For example, students who provide administrative support in a financial planning office could still be eligible. Students must disclose all related professional experience to their academic advisor before team member names are submitted. Academic advisors are responsible for bringing to our attention any potential eligibility issues before the qualifying case competition registration form is returned. We will work with the academic advisor to assess the situation and determine whether eligibility standards have been met. The Presenting organizations are the final judge on eligibility.

Examples of students who would <u>not</u> meet the eligibility standards:

- Students working as part-time financial advisors or are a member of a planning staff
- Corporate internships in a financial services company of over 1000 hours per year
- Field internships are limited to actual work detail and length of time (please submit for review)
- Students who have more than one year of experience advising clients in related fields, such as accountancy and law, where financial planning issues were involved

ABOUT THE PRESENTING ORGANIZATIONS

Ameriprise Financial has a long history of supporting the financial planning profession, specifically raising awareness and education of students through the "Ameriprise Financial Planning Invitational".

CFP Board of Standards provides leadership within the profession by defining the body of knowledge and setting standards for the registered financial planning educational programs.

The Financial Planning Association provides leadership and community to foster the growth of the profession and support lifelong learning and success of the next generation of financial planners.