



CFP Board of Standards Approves Shepherd University Degree Program

Shepherdstown, WV, April 15, 2011 – Rob Hoxton, CFP®, founder of the Rural Financial Planning Project, announced that The Certified Financial Planner Board of Standards, Inc. approved a Shepherd University degree program. Entitled Major in Business Administration with a concentration in Financial Planning, the Program is supported by the Rural Financial Planning Project, which was launched by a group of professional advisors in 2010.

In addition to Hoxton, CEO of Hoxton Financial, Inc., the Rural Financial Planning Project members include John Wolff, Jean Harrell Schwarz, Julia Connell, Thomas Maiden, Joanne Wadsworth, Leslie Crabill, John Everson and Jennifer Peterson. The Rural Financial Planning Project’s mission is to improve the lives of rural Americans through the promotion of financial literacy and the delivery of financial planning by well-trained and ethical financial planning professionals.”

Through the Shepherd University program, the Project will provide financial aid and mentorship to students. Upon graduation, students will have completed the CFP® Board of Standards academic requirements and may take the CFP® comprehensive examination. The goal of the program is to promote financial literacy in rural areas throughout Middle America.

Unfortunately, most Americans aren’t prudent about their financial matters as these facts indicate:

- Only about half of all Americans regularly review their credit reports.
- About one third do not use any type of budget to manage their family expenditures.
- Social Security benefits will account for only two fifths of the projected income for baby boomers at age 67.

By creating a degree program with a concentration in financial planning, Shepherd University will graduate students, who can return to their communities and help people become financially literate, as well as obtain a better life through comprehensive financial planning.