



2020 ANNUAL REPORT

CELEBRATING PROGRAM
ENHANCEMENTS, MILESTONES,
AND MAJOR INITIATIVES,

CCFC

The Premiere College and Student Loan
Advising Designation and Education Program
for Financial Professionals

AMERICAN INSTITUTE OF CERTIFIED COLLEGE FINANCIAL CONSULTANTS

AICCCFC.ORG

PROGRAM ENHANCEMENTS

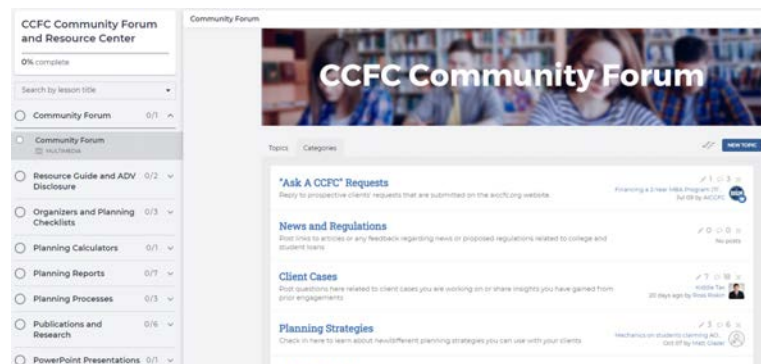
UPDATED CONTENT AND COURSE DESIGN

In April of 2020, we successfully updated our content and launched the revised CCFC Education Course on our learning management system (Thinkific). The enhanced course design includes an educational experience shift from one that was solely video-based to one that incorporates the use of text, interactive graphics, link outs to external resources, and video tutorials. Additionally, the CCFC Education Course is now approved for **15 CFP Board CE Credits** (previously approved for 7).



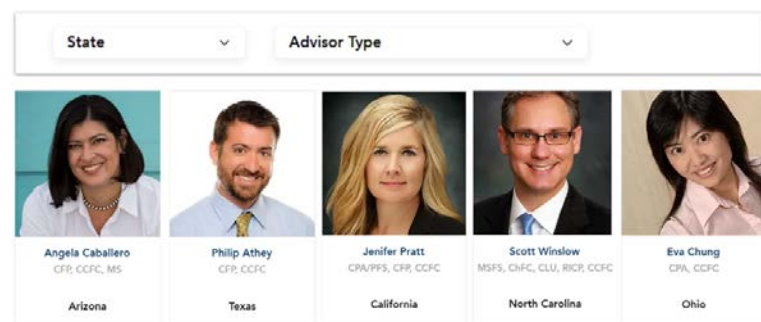
NEW COMMUNITY FORUM

In addition, the community forum has been updated and provides CCFC designation holders with opportunities to discuss the latest planning strategies and client cases with fellow CCFCs and their instructor as well! This forum can be easily accessed within the resource center and directly through the Thinkific learning platform, thus, streamlining the user experience for CCFCs who wish to toggle back and forth between the education course, resource center, and community forum.



ENHANCED WEBSITE FEATURES

The AICCCFC website received some major enhancements, including the revision of the **"Find an Advisor"** page where prospective clients are able to search for a CCFC designation holder by state or advisor type. They are also able to submit questions to the AICCCFC that are then pushed to CCFC designation holders as a form of lead generation.



Ellen Kaufman
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President

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New Jersey



SUCCESS IN 2020

CONSUMER AWARENESS FOCUS

In an attempt to increase our awareness among consumers and indirectly enhance the value of the CCFC designation, we took two separate approaches. The first was increasing the frequency and improving the relevancy of our messaging through our email distribution network and social media channels by promoting Advisor Spotlights and CCFC testimonials. The second was through thought leadership efforts by CCFC designation holders who frequently present at virtual conferences and are quoted in the major media outlets, such as those listed below. Being quoted in these outlets and identified as a CCFC helps enhance the credibility of the designation while also increasing awareness.



PHILANTHROPIC FOCUS

In 2020, we successfully launched four separate scholarship initiatives to provide financial support for individuals and families to pay for K-12, undergraduate and graduate school expenses or student loans. By offering these scholarship opportunities, we were not only able to provide financial assistance, we were also able to increase our awareness among advisors and consumers in order to reinforce the notion that the best way for families to address the financial burden associated with financing education at all levels is to work with a competent financial professional like a CCFC.



STRATEGIC PARTNER SUCCESS



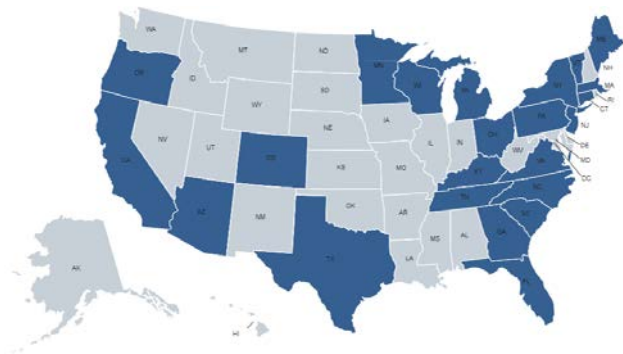
Partnering with the IDFA in 2020 allowed the AICCCFC to promote the importance of the CCFC designation program to advisors who possess the Certified Divorce Financial Analyst (CDFA) designation, since college planning for can become overly complex rather quickly for divorced/ divorcing families.



Partnering with Juno (formerly LeverEdge) in 2020 provided CCFCs with a creative resource and an innovative private student loan financing alternative. It also served as a way for current parent and student loan borrowers to learn about the AICCCFC and the importance of working with a CCFC on complicated student loan advising situations.

CCFC STATS

WHERE THEY ARE



CCFCs are currently represented in 23 states and Guam.

WHO THEY ARE

The following types of financial professionals have chosen to pursue the CCFC designation:

- Attorneys
- Divorce Planners
- Financial Planners
- Financial Counselors
- Investment Advisors
- Tax Professionals
- Wealth Managers

HOW THEY OPERATE

CCFC designation holders are able to provide education planning services in a variety of ways. Here are some of the more popular ways CCFCs are able to generate revenue while adding value for their clients:

- Hourly Planning
- Project-Based Planning (Financial Aid Form Filings, Student Loan Analysis, etc.)
- Comprehensive Financial Planning
- Value Added Planning (Service included in AUM fee and not billed separately)

CCFCs BY THE NUMBERS

66

Number of financial professionals who hold the **CCFC designation**.

46

Number of financial professionals who are currently pursuing the **CCFC designation**.

72

Percentage of CCFC designation holders who also possess either the **CPA, CFP, or ChFC designations**.

28

Percentage of CCFC designation holders who are **women in the financial services industry**.

INITIATIVES IN PROGRESS

BROKER-DEALER REVIEW

The CCFC designation is currently being reviewed by the following organizations for advisor approval to be able to publicly display the CCFC marks and possibly qualify for program reimbursement:

- Cetera
- Mass Mutual
- LPL Financial

Receiving approval from any one of these organizations helps increase the credibility and national acceptance of the CCFC designation.

REFERRAL PROGRAM

CCFCs who refer **3 or more qualified individuals who enroll** in either the CCFC designation or education programs in 2021 will have their annual fees waived for the year!

ADDITIONAL RESOURCES

CCFCs receive unlimited access to resources such as these new PowerPoint presentations that can be modified for use with prospective clients or at speaking engagements and conferences.

PRICING RESTRUCTURE

As of January 1, 2021, the following pricing structure and CCFC pathways will be in place:

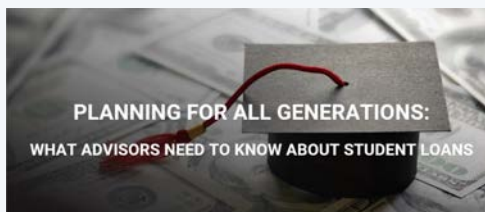
2021 CCFC PATHWAYS AND PRICING

\$699 CCFC DESIGNATION PROGRAM	or	\$599 CCFC EDUCATION COURSE ONLY
\$149 ANNUAL RENEWAL		

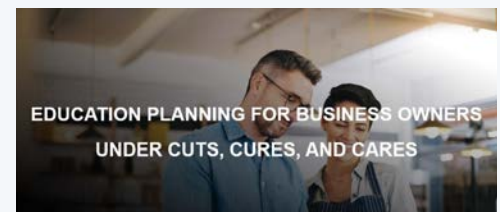
The pricing increase is a result of the additional resources and enhancements to consumer and philanthropic initiatives. An education course only option is being offered for those who do not meet the prerequisites or do not wish to promote themselves as experts, yet still wish to obtain the knowledge we provide.



Presented by:
Ross A. Riskin, DBA, CPA/PFS, CCFC, MS Tax



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COMING IN 2021

COURSE CONTENT UPDATES

As a result of COVID-19 and the election of a new president, much has changed and will be changing in all areas related to college planning and student loan advising. We are working diligently on updating our content and incorporating new strategies that can be used to help advisors plan effectively with their clients for the next decade and beyond.

We are targeting **May 2021** for the next major update/release of the CCFC education course. As always, current CCFCs will have access to the updated course content at no additional charge as long as they remain a member in good standing and renew their annual dues.

ANNUAL CE REPORTING PROCESS

Starting in 2021, we will be instituting a formal CE reporting process where CCFCs will fill out a form to self-report completion of their annual CE requirement (4 hours). CE submissions will be due by December 31st each year. The form will be available in June 2021 through the resource center.

QUARTERLY WEBINARS

Starting in 2021, we will be offering co-hosted webinars with our strategic partners on a quarterly basis. More information and the preliminary schedule to come early 2021! As always, 4 free webinars will be hosted through CPA Academy to help meet the annual CE requirement!

2021 STRATEGIC PARTNERSHIPS

After many conversations with current and prospective CCFCs, we believe that moving forward it is best for the AICCCFC to align its strategic partnership efforts with organizations that share our value for educating financial professionals and offering innovative fintech solutions to help advisors operate more efficiently and effectively. As a result, we are thrilled to announce our 2021 strategic partnerships below. Current CCFCs will be able to receive preferred pricing on these great fintech solutions that are designed for those offering education funding, financial aid planning, and student loan advising services.

