

## College Students Concerned About Savings and Repaying College Loans

More than 20 percent of students polled recently said their biggest financial concern is paying for college while in school. What's more, one-fourth reported being worried about long-term savings and repaying student loans after graduation.



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The poll, conducted by Experience, Inc., a provider of recruitment and career management services, surveyed 4,800 students from colleges and universities nationwide. Other results of the "College Life – Finances & Banking" survey include:

### **Credit cards**

While 72 percent of college students have at least one credit card, 58 percent report they are managing their debt wisely.

### **Number of cards**

- 38 percent of college students say they have only one credit card
- 34 percent have two or more cards
- 23 percent do not have any credit cards

### **Parental help**

- 62 percent of college students say their parents do not pay for school-related credit card purchases
- 38 percent say their parents do pay

### **Motivation to use credit cards**

- 28 percent are motivated by the reward programs, including free airfare and free hotel accommodations
- 24 percent by low interest rates
- 22 percent by the cash-back bonuses
- 8 percent by special store discounts

### **Types of purchases**

- 41 percent use their credit cards to purchase basic necessities including toiletries and groceries
- 21 percent charge restaurant meals and entertainment
- 13 percent put clothing purchases on their credit cards
- 11 percent use their cards for school supplies

## Work-Life Balance Inch by Inch: Microactions

By *Mary LoVerde*

Everyone wants to make changes, but most of us are already up to our armpits in change. How could more of it possibly help? Say the word "change" and an invisible barrier pops up that often prevents us from doing what we really want to do.

Microactions can ease our resistance.

Microactions are tiny steps that propel us forward without threatening our sense of control. They get around our fears because we commit to something so little we could hardly be afraid, and we're guaranteed success. They're much smaller than steps and often so ridiculous that we outfox our resistance to change.

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### **Did you know...**

Thirty years ago, men who graduated from college made, on average, the equivalent of \$51,223 a year, adjusted for inflation in 2004 dollars. In 2004, male grads actually earned less – \$50,700. Women, however, have seen increases in wages in the same 30-year period. *Source: USA Today.*

and safety concerns, we also realized that disbursements needed to be made and financial aid processing still needed tending to. Many of our staff worked remotely and some even braved hazardous traveling conditions – literally trudging through the snow – to provide uninterrupted service to schools and borrowers. Our associates did everything possible to deliver the level of customer service clients have come to expect. We're proud to recognize these individuals and thank them for their dedication:

Judy Anderson, Disbursements  
Don Bailey, Manager, College Assist Corporate Technology  
Johnnie Bertsch, Production scheduler  
Sharon Teppert, Computer operator supervisor  
Luke Rabbe, Technology support



*Scenes of Denver during December's record-breaking snow storm. Photos by Jim Gregg, College Assist Guarantee Services.*



### *Work-Life Balance continued from page 5...*

I first learned about the power of microactions when I used the concept to help my patients make dramatic alterations in their lifestyles. As the director of the Hypertension Research Center at the University of Colorado Health Sciences Center I prescribed exercise for all my patients who wanted to lose weight. I remember one woman who hated to exercise. I honestly think she would rather wire her jaw shut or eat a strict diet of earthworms. At each visit I instructed her to walk for 30 minutes each day, and at each return visit she confessed she had not exercised at all. We tried every behavior modification trick in the book, but no amount of punishment or reward could get her to comply.

So I tried a microaction. I asked her if she could simply get dressed to exercise three times a week. She looked at me as though I was radioactive. "What a worthless thing to do! Let me get this straight. I am supposed to just get dressed to exercise? A sweat shirt will not burn any calories!"

I agreed but replied, "Just this week. Humor me."

At her next visit I asked her if she had tried the "just get

dressed" prescription.

"Yes I did."

"Great! Now I want you to add one minute of walking."

She interrupted me with a crafty grin. "I walked for thirty minutes three times this week."

"But I gave you strict instructions not to."

She laughed. "I felt so stupid standing there, all dressed up with no place to go, that I decided to walk just a little. Five blocks from home I discovered that exercise is not so bad. My neighbor joined me and now between the verbal venting and the hiking I come back feeling wonderful."

What do you want to change? Whether it is getting more organized at work or cutting back on eating potato chips, think of the tiniest microactions and give it a whirl. You may find yourself moving from "gonna do" to "follow through."

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