

## SUGGESTED VERBIAGE

# SMART TRACK DESCRIPTION TO USE ON SCHOOL CLIENT WEBSITE

<School Name> has teamed up with Inceptia to give you a leg up on financial education via the Smart Track financial literacy tool, [SUNY Smart Track](#). With SUNY Smart Track, the idea is to provide you with smart resources to help demystify the world of personal finance. Trust us – getting a handle on your money doesn't have to feel overwhelming or restrictive. It's all about empowering yourself with smart basics, and planning from there.

With Inceptia's money mascot, the Knowl, as your trusty guide, you will have access to ten online courses that take on big financial topics, including:

- [Psychology of Money](#)
- [Foundations of Money](#)
- [College and Money](#)
- [FAFSA](#)
- [Loan Guidance](#)
- [Earning Money](#)
- [Credit and Protecting Your Money](#)
- [Spending and Borrowing](#)
- [Debt and Repayment](#)
- [Future of Your Money](#)

We get it, sometimes financial education can be pretty boring and it doesn't always make a lot of sense if you don't know how to put your knowledge into action. But, Smart Track keeps you on your toes with quizzes, videos, interactive tools, and customized action plans at the end of each course. With all these tools, we've made it pretty easy to know exactly what you can begin doing RIGHT NOW to put your financial knowledge to good use. After all, the Knowl says there's no time like the present.

### **The Knowl is here to help you get Knowl-edgeable about money**

#### *Getting Started*

Get started by visiting [www.suny.edu/smarttrack/literacy](http://www.suny.edu/smarttrack/literacy). Once there, select the appropriate box for "High School Student" or "Prospective & Current Student." Prospective & Current students will select <School Name> from the list and will then be taken to the account creation page. High School students will automatically be taken to the account creation page. To create your account, you'll need your school specific email address and a password of your choosing.

#### *Returning Users*

Using your email address and password, you can return to your Smart Track account any time to review or finish courses, access tools and tips, and track your progress.

### **Follow the #Knowl**

Also, the Knowl would appreciate it if you followed @MoneyKnowl and #Knowl. The Knowl will make it worth your while by sharing tips, resources and strategies to help you become a Money Mastery Ninja.

### **Questions or Support Issues**

Inceptia Customer Service

888.454.4668

[customerservice@financialavenue.org](mailto:customerservice@financialavenue.org)