




Executive Memorandum 23-036

December 20, 2023

From: Stephen Perez, President _____

Subject: Approval of the New Certificate in Financial Planning

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve the new Certificate in Financial Planning within the Department of Information Systems, Finance, and Accounting, College of Business. The new certificate will require 27 units and will be effective fall 2024.

Policy Title:	EM 23-036 Certificate in Financial Planning
Contact:	Department of Information Systems, Finance, and Accounting
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

New Undergraduate Certificate Program

Certificate Name: Financial Planning Certificate

Department Contact(s) w/phone #(s):

Jaycob Arbogast - x5920

Required Signatures

The Department of Information Systems, Finance and Accounting
has reviewed and approved this new certificate program

Saurav Dutta

Chair, Department Curriculum Committee

Aug 29, 2023

Date

Saurav Dutta

Department Chair

Aug 29, 2023

Date


The College of Business
has reviewed and approved this new certificate program


Jeff Traylor (Aug 29, 2023 10:56 PDT)

Chair, College Curriculum Committee

Aug 29, 2023

Date


Suzanne Zivnuska (Aug 29, 2023 12:36 PDT)

College Dean

Aug 29, 2023

Date

Send signature page with proposal attached to Curriculum Services at Undergraduate Education, zip 128

Curriculum Review Completed

9/26/23

Date

Kiara Gray

Note: The department will be notified of the dates for EPPC, Academic Senate, and WASC review.

Proposal for a New Certificate

- I. Proposed title of new certificate.
Certificate in Financial Planning
- II. Academic year of intended implementation.
AY 2024-2025
- III. Name of the department and college submitting the proposal.
Information Systems Finance and Accounting - College of Business
 - A. Identify the unit which will have primary responsibility for the certificate.
Center for Excellence in Finance within the College of Business
 - B. Identify the level of the certificate (i.e., undergraduate or post-baccalaureate).
Undergraduate
- IV. Statements on questions of need and demand.
 - A. Relation of the program to the University Strategic Plan.
Civic and Global Engagement
 1. Emphasize University-community partnerships that are collaborative, participatory, empowering, systemic, and transformative.
 - a. The Certificate in Financial Planning will allow students to engage in the North State community by giving them hands on experience helping low income and under-served groups with financial planning concepts.
 2. Engage students, faculty, staff, and community members through experiential learning and internship opportunities with the communities of the North State and beyond.
 - a. Students pursuing the Certificate in Financial Planning will have the opportunity to complete a practicum workshop in behavioral finance. This is an experiential, multi-part workshop that prepares students to work with community members. After, students will be engaged in financial planning meetings with the campus community until they are prepared to engage in off campus financial planning work.
 - B. Rationale for seeking a certificate rather than another type of program (degree, option, minor).

To be competitive in financial planning careers, students need to have graduated from a CFP® Board registered program. The CFP® Board requires a certificate if we cannot meet the requirements for a bachelor's degree. In our current set of course offerings, we do not meet the bachelor's degree requirements. At this time, it is too burdensome to create new courses to achieve the CFP® Board Registered status for a degree in financial planning. CFP® Board Registration is highly sought after in the

financial planning industry, and a certificate program that is not CFP® Board registered would not be competitive within the industry or within the CSU system.

C. Need for the proposed certificate.

1. Identify other CSU campuses with the proposed certificate. Sacramento, Fullerton, Monterey Bay, Northridge,¹ and San Diego State² offer CFP® Board Registered programs.
2. Identify neighboring institutions with the proposed certificate. Within California, Biola University, California Baptist University, California Lutheran University, Golden Gate University, Pepperdine University, Santa Clara University, UC – Berkeley, UC – Irvine, UC - Los Angeles, UC - Santa Cruz offer CFP® Board Registered Programs.³
3. Identify differences, if any, between these programs and the proposed program.

With respect to the content requirements mandated by the CFP® Board of Standards⁴ the program will be similar to the programs in peer institutions. The student experience in the program will include community engagement opportunities through the Financial Wellness Clinic. Chico State is the only CSU with a community service financial planning office for finance majors to gain work experience.

D. Identify other closely related curricula currently offered by the campus.

1. Explain the impact the proposed certificate will have on these programs.

Finance option's FTES may be supplemented by increased interest from majors outside the College of Business. Students from Psychology and Economics, as well as non-Finance students in the College of Business may be drawn towards this certificate program. The vast majority of changes to student course enrollment will happen within the Finance option. Students may select alternate electives to achieve the Financial Planning Certificate. BADM majors with a finance option will be able to complete this

¹ <https://www.cfp.net/get-certified/certification-process/education-requirement/certification-coursework-requirement/find-an-education-program/results?limit=10&pg=1&q=california%20state%20university>

² https://catalog.sdsu.edu/preview_program.php?catoid=6&poid=5132&returnto=478

³ https://www.cfp.net/get-certified/certification-process/education-requirement/certification-coursework-requirement/find-an-education-program/results?limit=10&pg=1&q=&program_types=certificate&state=CA

⁴ https://www.cfp.net/-/media/files/cfp-board/education-partners/registered-programs/become-a-registered-program/registration_criteria_for_cfp_board_registered_programs_updated_2021.pdf

certificate without having to exceed the 120 units in the major.

2. Explain how current programs do not meet the proposed certificate's objectives.

A financial planning certificate registered with the CFP® Board of Standards does not currently exist at Chico State. Students who take the same courses without a board registered certificate are not eligible to sit for the CFP Exam without paying additional fees to other education programs. Currently, if a student took each of the required courses for the certificate, but was not awarded a Certificate in Financial Planning, they would have to appeal to the CFP® Board to count their coursework through a process called “Transcript Review”^[4]. This process costs \$250 per student, and would subject the student applicant to taking a set of additional courses through a for-profit program from another university. This adds additional time (between 6 months and 2 years depending on coursework needs) and cost (up to \$4,000 depending on the additional coursework and selected school)

E. Student demand for the program.

1. Give evidence of serious student interest in the proposed certificate.

There are approximately 300 finance option students currently on campus. Enrollment in the financial planning courses without the certificate are already strong. This certificate will allow students currently in those courses to get professional qualifications as a result of the courses they are already taking.

2. Estimated number of students seeking the certificate

- a. in the year of initiation.

30

- b. after three years.

50

- c. after five years.

50

- d. Describe methodology for developing these estimates.

The initial year students will declare their intent to complete the certificate. The current number of students who have already completed the coursework as it is offered today, is approximately

30-40 per semester. Due to course enrollment caps, the maximum number of students we could award and process in any year would be approximately 100. However, should demand for the program grow, we should be able to find the resources to expand courses offered.

3. Estimate the number of certificates awarded

a. in the year of initiation.

There will be no certificates in the first year. Students will need to complete at a minimum one full year of coursework within the financial planning courses.

Students who have completed the courses prior to the initiation of the Certificate in Financial Planning will not be eligible by the standards of the CFP® Board Registered Program. The Center for Excellence in Finance may assist students with the process of Transcript Review for these first-year cases.

b. after three years

After three years of offering the certificate, approximately 100 students should have received it. Some students may start, but not complete the process, while others may complete the certificate faster than expected.

c. after five years.

After five years we should have completed approximately 200 certificates.

d. Describe methodology for developing these estimates.

The current FINA 454 course⁵, will serve as the final course in the sequence for the certificate. The expected number of students passing this course in any given semester is over 30 students or 60 students per year. Conservatively assuming that initially 50% of this population will seek the certificate we arrive at the estimate of 30 for the initial year.

F. Identify professional uses for the proposed certificate.

This certificate is designed to allow students to become CFP® professionals after they graduate. Graduates of Chico State are currently at a strong disadvantage in the financial planning industry due to not having the CFP® certificate program. A

⁵ <https://catalog.csuchico.edu/courses/fina/>

CFP® Professional earns more money,⁶ is more sought after by employers, and has the option to forego regulatory exams administered The SEC and FINRA.⁷

V. Resources

A. List the faculty members for the required courses in the program by Name, Rank, Appointment status, Highest degree earned, Date and Field of highest degree, Professional experience.

1. Jaycob Arbogast,
 - a. Lecturer, full time, MBA 2019, CFP® Professional and RIA for 5 years
2. Jessica Henry
 - a. Lecturer, 2.0 appointment, JD 2022 law
3. Jian Emily Huang
 - a. Professor, Full time, PhD Finance 2010, faculty over 10 years.
4. Qingzhong Ma
 - a. Professor, Full Time, PhD Finance 2006
5. Richard Ray
 - a. Professor, Full Time, PhD Acct 2012, CPA over 10 years.
6. Wei Athena Zhang
 - a. Professor, full time, PhD Fina 2008, PwC and faculty
7. Nicholas Lynch
 - a. Professor, full time, PhD Accounting 2008
8. Sue Maligie
 - a. Lecturer, full time, MBA 2008, CPA 1989-present
9. Marsha Lauck
 - a. Lecturer, full time, MBA 2003, CPA 1987-present
10. Paule Pobloske
 - a. Lecturer, full time, MBA 2001, CPA 1995-present

B. List the faculty members for the elective courses in the program by Name, Rank, Appointment status, and Highest degree earned.

1. There will be no elective courses for the certificate. To complete the certificate, all courses will be required.

C. List the resources needed to sustain the program for the first five years, including cost and funding source.

1. Faculty

No new courses will be needed. Currently Jaycob Arbogast serves as the Director for the Center for Excellence in Finance (CEF) and receives a 1 course buy-out for service. In this role, he will coordinate with the CFP® Board for registration of the Certificate in Financial Planning. This cost is borne by the College of Business.

⁶ <https://www.cfp.net/why-cfp-certification/financial-planner-salary-and-compensation>

⁷ <https://www.finra.org/registration-exams-ce/qualification-exams/exam-waivers-and-exemptions>

2. Staff

No new staff will be required for this certificate. Crystal Gervasi serves as the ASC for the ISFA department.

3. Facilities

The Financial Wellness Clinic in Glenn Hall room 202 will serve for the community engagement components. The FinTech Lab in Glenn Hall room 106 will also be used.

4. Library resources.

The program does not need any special support from the Library other than the support already available to the campus community.

5. Equipment

The Seufferlein Sales Program's Sales Lab can be used for the practicum experiential learning component. The Capstone Financial Planning Presentation event can be held on campus via Conference Services. Any cost will be paid for through the Center for Excellence in Finance annual funds. Expected costs annually are less than \$3,000 and within the annual budget of the CEF.

6. Specialized material

No specialized materials are needed.

D. Additional support resources required, including source of support.

1. The CFP® Board of Standards must approve the certificate program to become board registered. This proposed certificate meets the requirements of the CFP® Board. We have been in contact with the CFP® Board of Standards to ensure it will be approved on their end. Applications for CFP® Board approval are available for submission each year between September 1st and October 31st.

VI. Curriculum

Note: Proposed curriculum should take advantage of courses already offered in other departments when subject matter would otherwise overlap or duplicate existing course content.

A. Total number of units required for certificate.

27 units (9 courses, 3 units each)

B. Special criteria for admission and/or continuation (if applicable).

Completion of FINA 307 course with a C or higher.

C. Explanation of any special program characteristics (e.g., terminology, credit units required, types of coursework, etc.).

1. The CFP® Board is a not for profit organization that certifies financial planners in the United States.
2. A CFP® Board Registered Program is a special accreditation offered by the CFP® Board of Standards. To achieve CFP® Board Registered status requires application and approval by the

CFP® Board. A CFP® Board Registered Program is allowed to submit student education completion status to the CFP® Board so that potential certificants may sit for the CFP® Exam.

3. FINRA is the Financial Industry Regulatory Authority. A Non-Governmental Organization that regulates the financial industry.
4. The SEC is the Securities and Exchange Commission. They are the regulators of securities and stock exchanges in the United States.

D. List any new courses being created for the proposed program.

No new coursework will be created

1. Identify the new courses needed to initiate the program.

No new coursework will be created

2. Identify the new courses needed during the first two years after implementation.

If demand is strong, a new course could be created to cover behavioral finance topics. Currently this content is covered in FINA 454 and FINA 351.

E. List all required courses for the program along with a rationale for why each one should be required. If applicable, you can refer to the proposal's or program's learning outcomes.

1. Course number and title

- a. ACCT 201 – Financial Accounting
- b. Units of credit: 3
- c. Prerequisites: None
- d. Rationale:

This is the pre-requisite course for ACCT 437 which is a required course below. ACCT 201 covers financial accounting concepts which apply to corporate accounting and will be useful in tax preparation in the ACCT 437 course.

2. Course number and title

- a. FINA 307 – Survey of Finance
- b. Units of credit 3
- c. Prerequisites: ECON 103, ACCT 201
- d. Rationale: This course is a prerequisite for all other finance courses at Chico State. It covers the mathematics of the Time Value of Money, a central concept in all of finance as a field of study. A graduate could not be successful in finance without an understanding of the Time Value of Money.

3. Course number and title
 - a. ECON 103 – Principles of Microeconomic Analysis
 - b. Units of credit: 3
 - c. Prerequisites: None
 - d. Rationale

This is the pre-requisite course for FINA 307 which is a required course below. ECON 103 covers microeconomic transactions. Household transactions, supply and demand, and markets. These topics are necessary for successful financial planners, and for a more well-rounded understanding of financial decision making.

4. Course number and title
 - a. FINA 351 – Investments
 - b. Units of credit: 3
 - c. Prerequisites: FINA 307
 - d. Rationale

Investment Planning is required by CFP® Board for registration. Financial planners are most known for investment management. Success in the finance industry is highly correlated to knowledge about investments

5. Course number and title
 - a. FINA 454 – Financial Planning: Applications
 - b. Units of credit: 3
 - c. Prerequisites: FINA 307
 - d. Rationale

This course will serve as the final course in the sequence for students in the certificate. It includes information that all financial planners will utilize and creation of a financial plan for a hypothetical client.

6. Course number and title
 - a. ACCT 437 – Federal Income Tax 1
 - b. Units of credit: 3
 - c. Prerequisites: ACCT 201
 - d. Rationale

Income tax is a core topic of financial planning. ACCT 437 is focused on individual income taxes which is covered heavily in the CFP® Exam as well as in industry licensing exams. Business majors must complete ACCT 202 during the first two years at Chico State, and transfers can complete it at their previous school.

7. Course number and title
 - a. FINA 453 – Estate Planning
 - b. Units of credit: 3
 - c. Prerequisites: FINA 307
 - d. Rationale
Estate planning covers topics such as wills and trusts, titling of property, and taxation of inheritance. It is a core topic of the CFP® Board’s principal knowledge topics.

8. Course number and title
 - a. FINA 456 – Risk and Insurance
 - b. Units of credit: 3
 - c. Prerequisites: FINA 307
 - d. Rationale
Financial planning careers often begin within the insurance space. Life insurance, liability, homeowners, health insurance and navigating Medicare and Social Security are hot topics within financial planning. These are necessary topics to know for the CFP® Exam.

9. Course number and title
 - a. FINA 487 – Understanding the Securities Industry
 - b. Units of credit: 3
 - c. Prerequisites: FINA 351
 - d. Rationale
This course prepares students for working in the finance industry. It also prepares students to sit for the SIE® Exam. The SIE is a prerequisite for all other financial licensing exams administered by FINRA. The course covers the required industry regulations for financial planning and stock broker careers.

- F. List all elective courses for the program along with a general rationale for why each should be included as such. If applicable, you can refer to the proposal's or program's learning outcomes.

There will be no elective courses for the Certificate in Financial Planning

- G. For undergraduate certificates, explain provisions for articulation of the proposed certificate with community college courses.
 - Students who meet the prerequisites will complete the Certificate with upper division coursework only. A transfer student will not be able to transfer units for upper division coursework. However, a student who transfers to Chico State having completed the lower division coursework for BADM will be ready to begin the certificate upon completion of FINA 307 in their first semester at Chico State.
- H. Complete catalog copy, including admission and completion requirements. See the current University Catalog for correct format; please follow it exactly. Before the proposal is submitted to Curriculum Services (for undergraduate certificates) or to the Office of Graduate Studies (for post-baccalaureate certificates), it may be helpful to review catalog copy with Academic Publications.

The Certificate in Financial Planning provides students with an interest in pursuing a career in financial planning the necessary academic preparation. The program equips the students with a foundation in the principles of finance as applied to individuals and helps them pursue the CFP® Certification. The CFP Certification is the gold standard in the financial planning industry and the program closely follows the curriculum recommended by the CFP® Board.

Financial Planning Certificate

Total Units Required: 27

Grading Requirement

All courses taken to fulfill program course requirements must be taken for a letter grade except those courses specified by the department as credit/no credit grading only.

A GPA of 2.0 is required for all courses taken for the certificate.

Course Requirements for the Certificate

The following courses, or their approved transfer equivalents, are required of all candidates for this certificate.

Course List		
Course	Title	Units
ECON 103	Principles of Microeconomic Analysis	3
ACCT 201	Introduction to Financial Accounting	3
ACCT 437	Federal Income Taxation I	3
FINA 307	Survey of Finance	3
FINA 351	Investments	3
FINA 453	Estate Planning	3
FINA 454	Financial Planning: Applications	3
FINA 456	Risk and Insurance	3
FINA 487	Understanding the Securities Industry	3
Total Units		27



MEMORANDUM

To: Jaycob Arbogast

From: Jodi Shepherd

Date: September 19, 2023

Subject: Library materials support Financial Planning Certificate

This memo outlines the current holdings in the Meriam Library which support this proposal in relation to the physical holdings, however, the Meriam Library does not have a Business Librarian who has the background nor expertise in the field of finance nor business. Thus, we continue to be unable to fully meet the needs of the college, this certificate and business students. A librarian hire, with a background in business is needed to truly provide adequate support to the college and certificate.

The Meriam Library currently supports the College of Business and the classes within the department and currently holds 28,250 titles (print and ebooks) in the area of finance, which includes over 5,000 titles (print and ebooks) in the area of financial planning. Meriam Library currently provides sufficient access to electronic and print library resources to support the Financial Planning Certificate. In addition to books, we have the following databases, most of which include or link to full text in journal articles.

Databases:

- IBISWorld
- Mergent Online
- Market Research.com Academic
- Morningstar Investing Center
- PrivCo
- Wharton Research Data Services (WRDS)

Students will also have access to Interlibrary Services where they can access journal articles and books not owned by the Meriam Library. Also, please note that the College of Business receives an annual book budget to purchase new library materials that could be used to fill in any gaps in book coverage as the program takes shape.

From: [Pete T Tsournos](#)
To: [Jaycob A Arbogast](#)
Cc: [Nicol Gray](#)
Subject: Re: Proposal for a Financial Planning Certificate
Date: Thursday, September 14, 2023 2:52:10 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image006.png](#)

Hi Jaycob,

Thank you for informing me of the financial planning certificate proposal. I agree that enrollment in ECON 103 will not be impacted by the program. If anything, it may add enrollment to ECON 103, which would be very welcome.

Best of luck with the proposal,

Pete Tsournos
Professor and Chair
Department of Economics
CSU Chico

From: Jaycob A Arbogast <jarbogast2@csuchico.edu>
Sent: Wednesday, September 13, 2023 3:55 PM
To: Pete T Tsournos <PTsournos@csuchico.edu>
Cc: Nicol Gray <NSGray@csuchico.edu>
Subject: Proposal for a Financial Planning Certificate

Hello Pete,

I hope you're well. I am emailing to provide a heads up that the finance faculty in the College of Business are proposing a financial planning certificate to offer for our majors.

The certificate is in financial planning, available to finance majors in the College of Business. Part of the certificate process is to identify courses that will be required for students to get the certificate. Because we require FINA courses, and ECON 103 is a pre-requisite for our FINA 307 course, we will need to include ECON 103 as a required course for the certificate.

I don't expect any changes in enrollment to occur because of this, the certificate is a way for us to [prepare students for the CFP® professional exam](#). Mico-Econ is very relevant to financial planning and decision making for consumers. I've attached the certificate proposal, and if you have any concerns about this I am happy to provide more detail. I've cc'd Nicol Gray from curriculum services, and I've attached the current proposal document that lists ECON 103 as one of the pre-requisite courses.

Please let me know if you have any questions about it.

Best wishes,
Jaycob

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Jaycob Arbogast CFP®, MBA

[Director, Center for Excellence in Finance](#)

(530) 898-5920 | Glenn 315

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