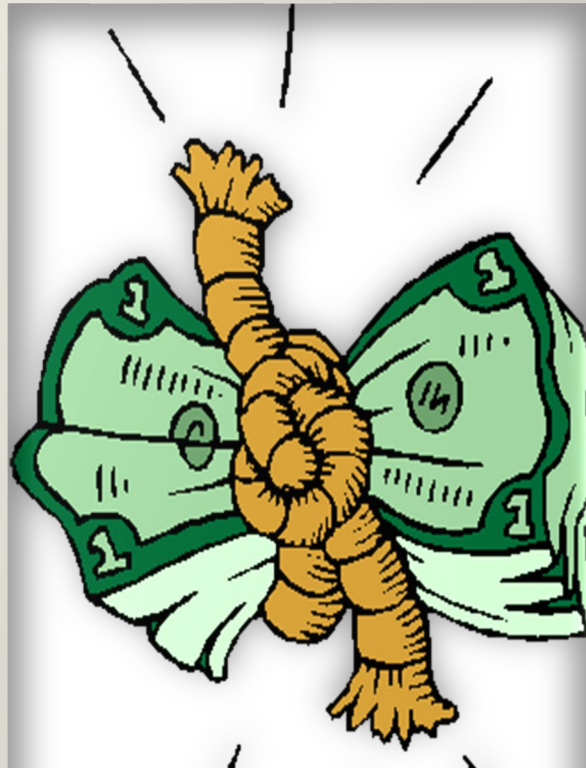




California Cadet Corps Curriculum on Wellness



“Don’t Steal from Your Future”

W1/B: Critical Consumer



Agenda

B1. Consumer Awareness

B2. Bargain Shopping

B3. Buying a Car

B4. Paying for College



Critical Consumer

OBJECTIVES

Enable Cadets to make wise, planned purchases and understand their options when paying for college.

Plan of Action

- Understand basic marketing and advertising tactics
- Recognize the value of bargain shopping
- Understand the impact of car payments versus the freedom of paying cash for a car
- Identify the steps in preparing to purchase a car
- Know your options to pay for college



B1. CONSUMER AWARENESS



Critical Consumer

OBJECTIVES

Enable Cadets to make wise, planned purchases and understand their options when paying for college.

Plan of Action

1. Understand basic marketing and sales tactics

Essential Question:

What are the basic marketing and sales tactics used to get you to buy things?



Consumer Awareness

- Purpose:
 - Be aware of marketing and sales tactics
 - Resist temptation to make impulsive/emotional purchases
 - Be a wise consumer who plans ahead
 - Car purchase
 - Electronics
 - College

Be Smart with Your Money!



Consumer Awareness

As a class, take the Consumer Awareness Online Formative Assessment:

[Consumer Awareness Online Formative Assessment](#)

(approx. 30 minutes)



Consumer Awareness

- Marketing
 - Targeted by advertisers and marketers before you could read
- Be aware of marketing strategies
 - Resist their message
 - Stick to your budget
 - Achieve YOUR dreams, not the advertisers



Consumer Awareness



<https://www.youtube.com/watch?v=8YqWoXeGEt0>



Consumer Awareness

Advertisers pay to promote their products

- Television
- Roadside billboards
- Internet
- Digital Music
- Video Streaming

All aimed at the consumer – YOU!



Consumer Awareness

*“In simplest terms, marketing is the act of **driving profitable customer action**. It spans the full scope of **strategies and tactics** organizations use to **position products and services** in the marketplace and **motivate target audiences to make a purchase**.” (Sailer, 2019)*

Marketers needed in all industries

- Develop & promote products
- Brand recognition
- Stay competitive
- Increase profits

***They need
you to buy
what they
are selling!***



Consumer Awareness

It's not your fault you can't resist...



<https://www.youtube.com/watch?v=TLf2gOrL1iM>



Consumer Awareness

- Many 4-yr colleges offer a degree in Business Marketing
 - Teaches the basics of marketing: “4 P’s”
 - Product
 - Price
 - Promotion
 - Place



<https://www.youtube.com/watch?v=cFdCzN7RYbw>

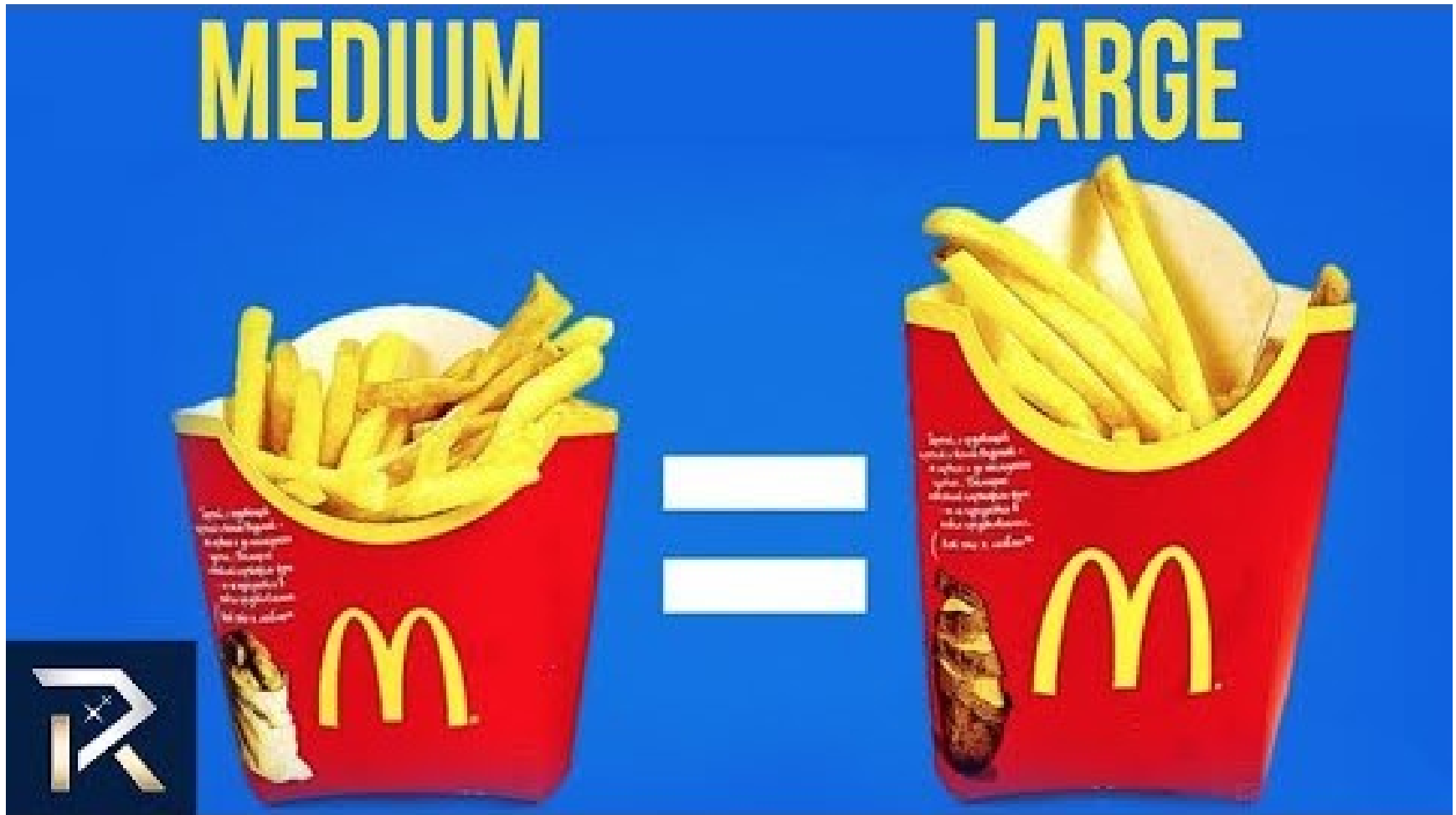


Consumer Awareness

- Be aware of sales tactics used to influence your buying decision
- Purpose is to influence you to buy their product
- Be aware – may not align with your priorities
- Be extremely critical of all advertisements

Consumer Awareness

10 ways advertisers are tricking you every day...



<https://www.youtube.com/watch?v=MSyk27fHSw>



Consumer Awareness

- Advertisements (“ads”) and Salespeople:
 - Ads designed and salespeople trained to answer resistance from the buyer
 - Want to gain your trust
 - Want to make you feel you
NEED their product
 - Want to make a sale!

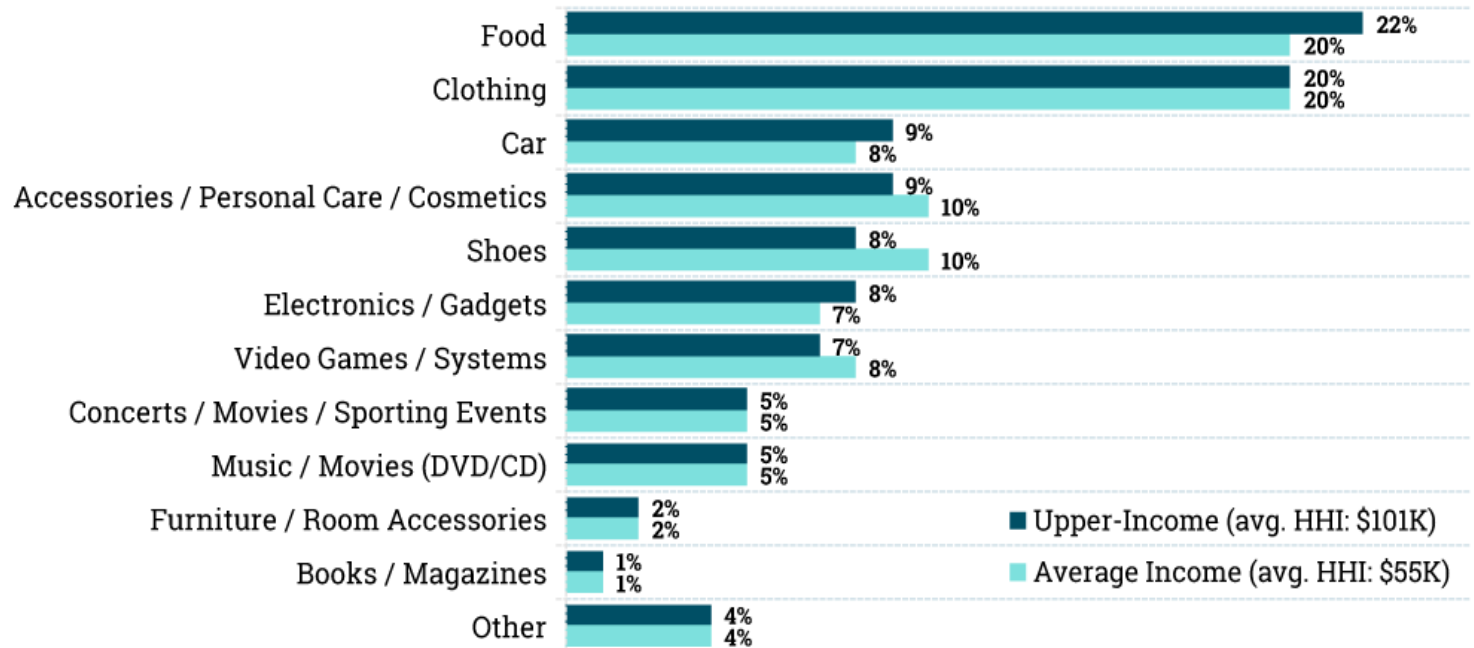




Consumer Awareness

How U.S. Teens spend their money:

Share of US Teens' Spending, by Category



Published on MarketingCharts.com in October 2017 | Data Source: Piper Jaffray

Based on a survey of 6,100 US teens with an average age of 15.9, 54% of whom are male.



Consumer Awareness

- We want to empower you to:
 - Resist unneeded purchases
 - Make informed and wise decisions
 - Recognize the difference between needs and wants



Consumer Awareness

Practical Exercise

Cadets, think about and share in the classroom the answers to the following:

1. How do you feel when you want to buy something you are focused on?
2. Have you ever bought something on impulse, then wished you had not?



Consumer Awareness

- Top factors that influence our buying:
 - Need the item
 - Friends have it, so I want it too
 - Instant gratification (impulse buying)
 - Want to impress others (cars, electronics, etc.)
 - Ads or salespeople “emotionally” sell it to us



Consumer Awareness

Practical Exercise (for outside the classroom)

Listen and/or watch the free versions of YouTube, Spotify, or Pandora for at least 30 minutes.

1. Count the number of advertisements broadcast during the time you are watching or listening
2. Write down the ways you think the advertiser are trying to influence you to buy their product:
 - You need it
 - “Everyone’s got one”
 - It’ll make you feel or look good
 - ???



Consumer Awareness

- Before buying a “big ticket” item – ***WAIT OVERNIGHT***
- Even electronics, cell phones
- Still NEED or WANT it the next day?
- Do research!
- Avoid impulse purchases



Check on Learning

1. What is the purpose of advertising?
2. Give some examples of how advertisers try to influence you to buy their stuff.
3. Is it a good idea to wait overnight before buying a “big ticket” item? Why or why not?



B2. BARGAIN SHOPPING



Critical Consumer

OBJECTIVES

Enable Cadets to make wise, planned purchases and understand their options when paying for college.

Plan of Action

1. Recognize the value of bargain shopping

Essential Question:

How can you save money while shopping and still purchase quality items?



Bargain Shopping

- Goal is to NOT pay full retail price
 - Research where to buy
 - Spend the least amount of money





Bargain Shopping

- Tips for Bargain Shopping
 - \$ Never buy new when used will do
 - \$ Pay with cash
 - \$ Buy off-brands
 - \$ Buy off-season
 - \$ Buy generics
 - \$ Shop sales
 - \$ Shop wisely at “brick and mortar” stores
 - \$ Shop online
 - \$ Consider quality - how long will you use it



Bargain Shopping

\$ Never buy new when used will do

- Can save 20% to 90%
- Examples where to buy:
 - eBay
 - Craigslist
 - CarMax
 - Thrift stores
 - Consignment stores



Bargain Shopping

Practical Exercise (for outside the classroom)

Bargain Tip: "Never buy new when used will do"

Your 27" computer monitor broke and you need to replace it. You have \$400 in your savings account, but you were saving it for something else. You want to spend as little as possible on a replacement.

Which of these websites will get you the BEST deal on a monitor?

- Amazon
- Best Buy
- Tiger Direct
- eBay/Craig's List

Research these and see what you find.



Bargain Shopping

\$ Pay with Cash

- You will be less susceptible to an upsell
- Less likely to waste money on things you don't need
- Bring ONLY the cash you need
 - Practice budgeting
 - Spend only what you intend to spend
 - Puts YOU in control of your money
 - Leave access to your account at home instead of in your wallet
- You FEEL IT when cash leaves your hand



Bargain Shopping



<https://www.youtube.com/watch?v=d7X3YXHf2fE>



Bargain Shopping

\$ Buy off-brands

- Save between 20-90%
 - e.g., A.P.C. jeans = \$220; Uniqlo jeans = \$40
- Learn to identify quality markers
 - Double stitches
 - Material weight
 - Fastener ruggedness
- Will find many brands are marketing hype



Bargain Shopping

\$ Buy off-season

- Save between 20-90%
- Need a winter jacket?
 - Wait until end of winter when spring clothes come out
 - Same jacket will be 50% off or more
 - Check the sale racks in the back of the store



Bargain Shopping

\$ Buy generics

- e.g., Medicines, staple food items, gasoline are all regulated products
- Generics just as good as the name brands
- Compare labels for ingredients and nutrition

Bargain Shopping



<https://www.youtube.com/watch?v=dkyvIS9k4k4>



Bargain Shopping

\$ Shop Sales

- Find clearance items, usually at the back of the store
- Shop sales events
- BEWARE of the upsell: “Buy One Get One 50% off”





Bargain Shopping

\$ Shop wisely at “Brick and Mortar” stores

- At actual buildings
- Compare store prices
- Shop discount, factory, and dollar stores
- Use coupons or promo codes
- Shop Tuesday nights – most common night for store sales





Bargain Shopping

\$ Shop wisely at “Brick and Mortar” stores

- Shop when in a good mood
 - Time constraints and stress lead to impulse buying
- Shop alone
 - Unless shopping buddy is a bargain shopper
- Make a shopping list – STICK TO IT!
- Ask for discounts, haggle, ask if they match lower price of other store



Bargain Shopping

\$ Shop online

- Often 10% - 25% cheaper
- More information or specifications published
- Read consumer reviews before you buy!





Bargain Shopping

\$ Consider quality

- If quality jeans cost 20% more, but last 50% longer, might be a good deal
- Name brands do not always equal quality
- Manufacturer warranties often good indicator of quality
 - If one item has a one-year warranty and another a lifetime warranty, then the item with the lifetime warranty would be higher quality



Bargain Shopping

- Negotiating Price
 - In many parts of the world it's "haggling"
 - Not done much in the U.S. except for buying a house or car
 - Many cringe at the thought of doing it
 - But some major retailers do, including Best Buy





Bargain Shopping

- Negotiating Price – How to Haggle
 - Shop at the end of the month
 - Managers have monthly sales goals to meet
 - More open to negotiating
 - Carry cash
 - Store does not pay credit card transaction fees
 - Ask for a cash discount
 - Check out other haggling techniques at:
<https://www.wisebread.com/11-retailers-where-you-can-negotiate-a-lower-price>



Check on Learning

1. Why is it good to shop with cash?
2. T/F – Generic brands are never as good as name brands.
3. How much can you save buying off-brands, or shopping off-season?



B3. BUYING A CAR



Critical Consumer

OBJECTIVES

Enable Cadets to make wise, planned purchases and understand their options when paying for college.

Plan of Action

1. Understand the impact of car payments versus the freedom of paying cash for a car
2. Identify the steps in preparing to purchase a car

Essential Question:

What are the benefits of purchasing a car with cash, and how do you purchase a quality used car?



Buying a Car

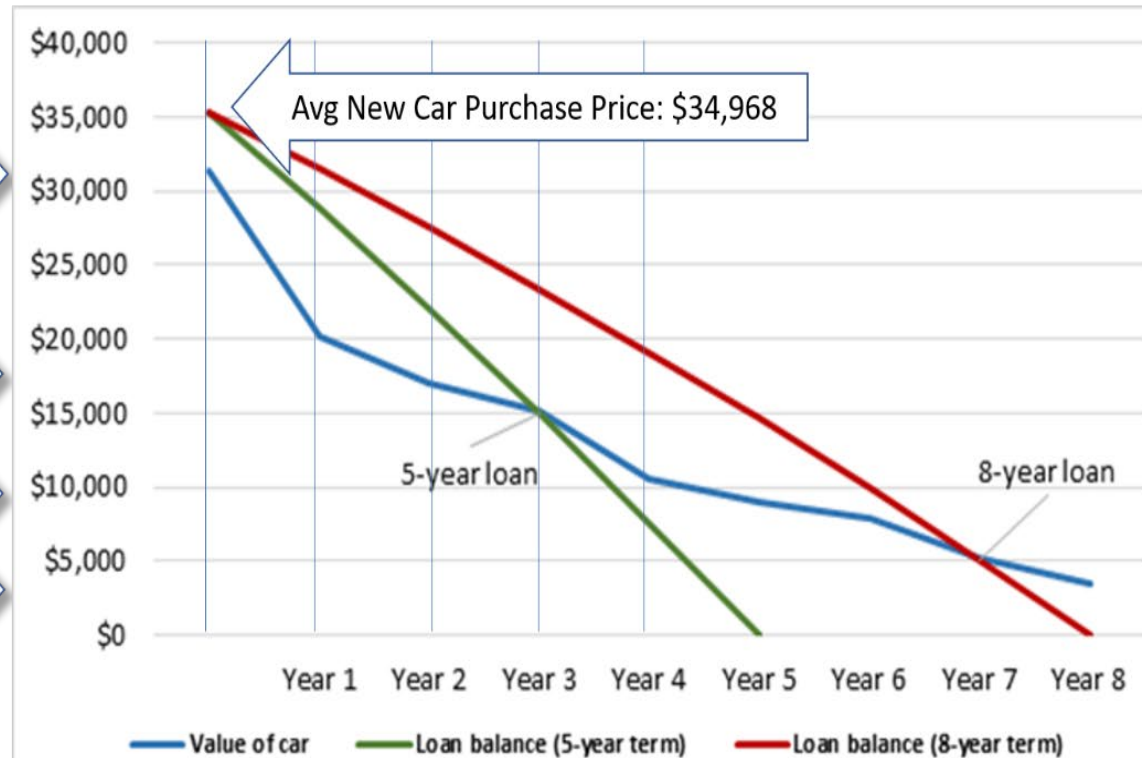
- Cars are not “assets” because they ***depreciate*** (***decrease in value***)
- Wisest way to pay for a car:
 - Save your money
 - Pay cash
 - Buy used
- Loans or leases are fiscally foolish





Buying a Car

Typical New Car Depreciation



Drive it off the Lot
Worth: \$31,121 (-11%)

After 2 years
Worth: \$18,270 (-40%)

After 4 years
Worth: \$10,335 (-71%)

After 7 years
Worth: \$5000 (-86%)



Buying a Car:

Tale of Two Cadets

- Two Cadets ride their bicycle to the same Starbucks where they work. They both would like more hours at work but have decided they need a car to get to and from their homes more often.
- They both gross \$1,000 (before taxes) per month and net \$800 (after taxes). This equates to an annual take-home pay of \$9,600.
- They both have \$1,000 in their savings account. They are both good students, good drivers, and will own their cars for 5 years before selling and getting something else.



Buying a Car:

Tale of Two Cadets

Cadet Frivolous –

- Cadet Frivolous feels he deserves a new car
- He buys an average new car at for \$34,968 with an 8-year (96 month) loan at 4% interest
- Mother co-signs the loan
- Down payment = \$1,000
- He decides (smartly) not to take the extended warranty





Buying a Car:

Tale of Two Cadets

Cadet Frivolous –

- Insurance is \$1,800 annually with:
 - A very high \$2,500 deductible
 - Good Student Discount
 - Annual 12,000 miles
- Annual vehicle registration cost of this car is \$508 (California Department of Motor Vehicles)
- Car gets 32 mpg, he will be driving 12,000 miles per year and, gas costs are \$3.09 per gallon
- He will pay \$35/month in maintenance



Buying a Car:

Tale of Two Cadets

Cadet Wise –

- Cadet Wise decides to save his money until he has \$5,000 to purchase a good used car.
- He saves every bit of his paycheck and after 5 months he has saved \$5,000 cash.
- He finds a 7-year-old version of the same average new car that Cadet Frivolous purchased advertised on Craig's List for \$6,500.
- Because he has cash, he can haggle with the seller and convinces the seller to part company with his car for \$5,000.



Buying a Car:

Tale of Two Cadets

Cadet Wise –

- Buys a car for \$5,000 cash
- Insurance is \$850 annually with:
 - A \$1,000 deductible
 - Good Student Discount
 - Annual 12,000 miles
- Annual vehicle registration cost of this care is \$211 (California Department of Motor Vehicles)
- Car gets 32 mpg, he will be driving 12,000 miles per year and, gas costs are \$3.09 per gallon
- Because the car is older, he will pay \$100/month in maintenance





Buying a Car:

Tale of Two Cadets

Total Cost of Ownership for Both Cadets –

- Determine total cost of any car ownership using the cost calculator at FinancialMentor.com
(<https://financialmentor.com/calculator/car-cost-calculator>)
- **Cadet Frivolous'** annual cost = \$10,824.32
- **Cadet Wise's** annual cost = \$3,573.25



Buying a Car: Tale of Two Cadets



Results of Frivolous Decisions –

- **Heavy monthly cost burdens take away your freedom.** Cadet Frivolous could not travel to Europe with his friends after his graduation because he had no money left over after his car expenses.



Buying a Car: Tale of Two Cadets

Results of Frivolous Decisions –

- **Having debt removes your choices.** Cadet Frivolous had to increase his hours at work just to pay for his car expenses. Since he owed the car payment each month, which he would for 8 years, he had no choice but to work more hours.





Buying a Car: Tale of Two Cadets



Results of Frivolous Decisions –

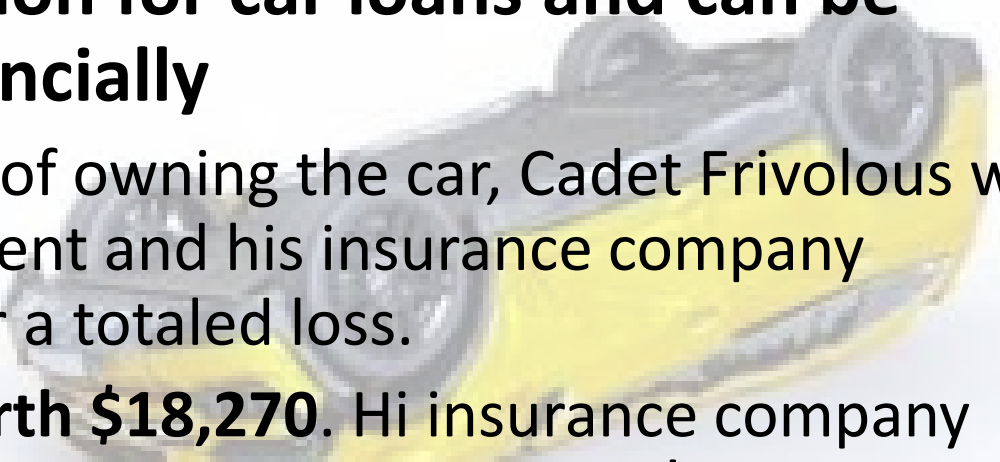
- **Getting a loan beyond your means is extremely risky.** Cadet Frivolous needed his mom to co-sign for him. Unfortunately for them both, when Cadet Frivolous was late with his payment just two times, both their credit ratings took a hit. As a result, mom was not able qualify for a home loan that would have enabled them to move into a nicer house.



Buying a Car: Tale of Two Cadets

Results of Frivolous Decisions –

- Being “upside down” or having “negative equity” is common for car loans and can be devastating financially
 - After two years of owning the car, Cadet Frivolous was in an auto accident and his insurance company declared the car a totaled loss.
 - The car was **worth \$18,270**. Hi insurance company paid only **\$15,770!** (Did you forget the **\$2,500 deductible?**)





Buying a Car: Tale of Two Cadets

Results of Frivolous Decisions –

- He (and his mom) still owed \$27,800 on the car loan after two years of payments. **So they still owed \$12,030 to the bank for a totaled, unusable, and worthless car!**
- Without a car and saddled with a \$12,030 debt (plus interest), Cadet Frivolous had to resume riding his bicycle, reduce his hours at work, and work for another year and a half just to pay off his debt.
- **There are consequences for bad financial decisions.**



Buying a Car: Tale of Two Cadets

Results of WISE Decisions –

- **Low monthly expenses permit a lifestyle that puts YOU in control of your life – NOT the bank.**



With a monthly budget and low expenses, Cadet Wise was able to save for his future, buy new clothes, have a social life, and not stress about making the next car payment. He even saved enough money for a post-graduation trip to Europe with his friends.



Buying a Car: Tale of Two Cadets



Results of WISE Decisions –

- **Being debt-free provides freedom.** Cadet Wise was accepted to a 3-month internship with a big company in the area. The internship was something he always wanted because it meant that if he did well, he could land a high-paying professional job with the company. But the internship, like many others, paid nothing. ***Because he had no car payment, and a little money saved, he took the internship then accepted a job that paid twice what he was making at Starbucks.***



Buying a Car: Tale of Two Cadets

Results of WISE Decisions –

- **Being debt-free allows you help others.**
Cadet Wise was able to reduce his hours at work and stay home more to help his family for a couple of months when his mother was sick. He could not have done that, and kept his car, if he had a monthly loan repayment to make.

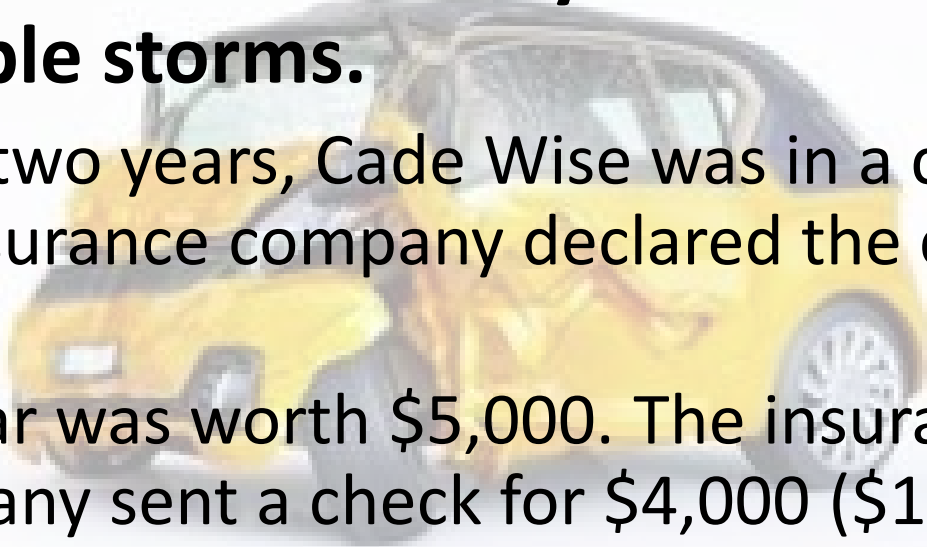




Buying a Car: Tale of Two Cadets

Results of WISE Decisions –

- **Being debt-free allows you to weather the inevitable storms.**
 - After two years, Cade Wise was in a car wreck and his insurance company declared the car a total loss.
 - The car was worth \$5,000. The insurance company sent a check for \$4,000 (\$1,000 deductible).

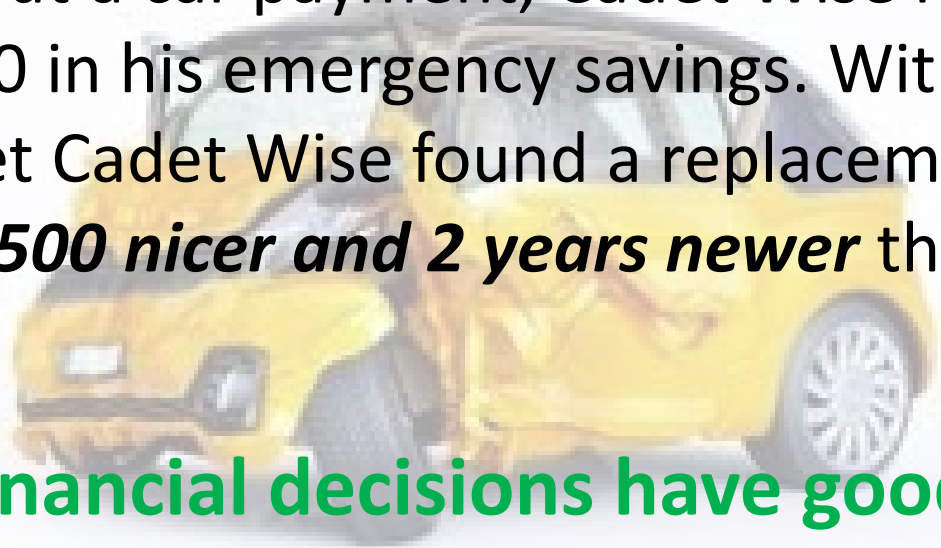




Buying a Car: Tale of Two Cadets

Results of WISE Decisions –

- Without a car payment, Cadet Wise had saved \$1,500 in his emergency savings. With a \$5,500 budget Cadet Wise found a replacement car that was ***\$500 nicer and 2 years newer*** than his old car.
- **Good financial decisions have good consequences.**





Buying a Car: Tale of Two Cadets

Practical Exercise

For class discussion. Think about Cadet Wise and Cadet Frivolous.

1. Which would you rather be? Why?
2. If you find yourself in Cadet Frivolous' shoes, how do you can get out this financial mess?



Buying a Car:

How to buy a car

Step 1: Set a Budget

- Use the total car cost calculator at <https://financialmentor.com/calculator/car-cost-calculator>
- Determine total costs
- Budget how much to spend



Buying a Car:

How to buy a car



Step 2: Research

- Research cars BEFORE going to the dealership
- Know what features you want
- Know what you can afford to pay



Buying a Car:

How to buy a car

Step 2: Research

On-line research sites:

- [Cars.com Advanced Search](#): Search cars near you by body type, transmission type, engine power, and more to make sure you get the performance you need
- [Edmunds Car Finder](#): Search by an extensive range of features like keyless ignition and navigation systems, as well as by price and fuel efficiency
- [Consumer Reports](#): Get safety and reliability information from the national leader in product analysis and information
- [Kelley Blue Book](#): This trusted resource highlights reviews and recommendations for every class of car and offers more tools to help you research your options



Buying a Car:

How to buy a car

Step 2: Research

On-line research sites (cont'd):

- [J.D. Power](#): Famous for its industry awards, learn more about the best options among the cars
- [Yahoo! Autos](#): For a wide range of car news, reviews, and buying guides
- [Insurance Institute of Highway Safety](#): How the cars performed during rigorous crash tests
- [fuelconomy.gov](#): Research fuel efficiency ratings with this official government site
- [The Balance](#): Research and compare insurance costs. Factors of insurance costs including sale price and type of car, your driving history, how much you drive, and much more



Buying a Car:

How to buy a car

Step 3: Go Shopping – Preferably with and experienced car buyer

- Be prepared to negotiate the price
- The salesperson wants the higher price to boost their commission
- You want the lower price to save money!

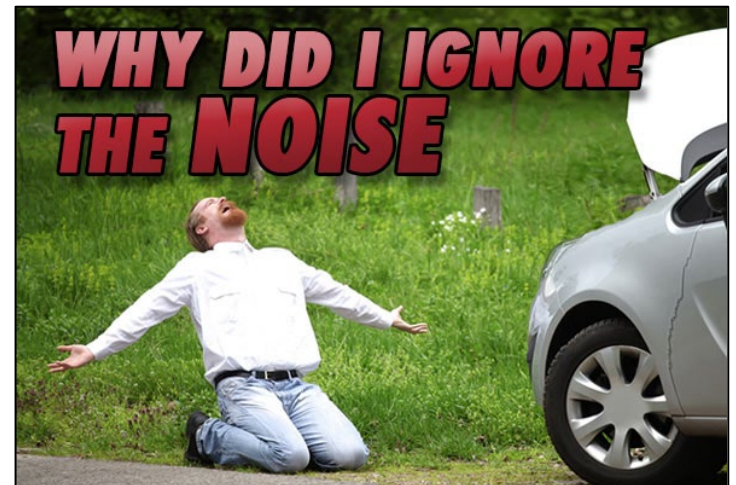


Buying a Car:

How to buy a car

Step 3: Go Shopping – Preferably with and experienced car buyer

- Take the car for a test drive
 - Does the steering wheel jiggle
 - Does it pull to one side
 - Does it rattle and shake
- Trust your intuition





Buying a Car:

How to buy a car

Step 3: Go Shopping – Preferably with and experienced car buyer

- Take a checklist like the one from Popular Mechanics

[Used Car Checklist from Popular Mechanics](#)

- Can help you decide if you have a lemon or a diamond in the rough



Buying a Car:

How to buy a car

Step 3: Go Shopping – Preferably with and experienced car buyer



https://www.youtube.com/watch?time_continue=18&v=drbhNLvYxGQ



Buying a Car:

How to buy a car

Step 4: Check out the vehicle

- Get a Carfax report at <https://www.carfax.com/>
 - Check for a clean title
 - Not involved in an accident
 - Minimize chance of being scammed on the mileage
- Check your insurance rates for the specific car with your insurance company
- Take the prospective car to an independent mechanic for a full inspection (usually under \$100)

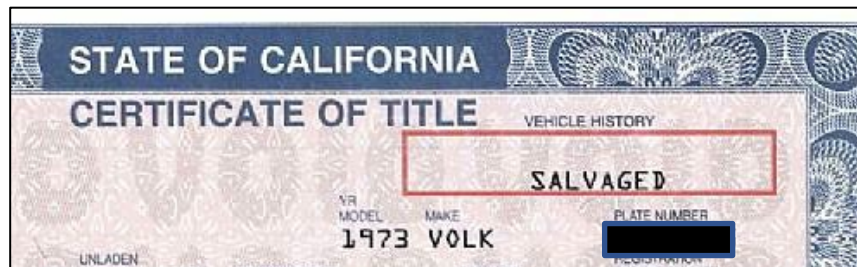


Buying a Car:

How to buy a car

Step 4: Check out the vehicle

- If the title says “SALVAGED” – Run!
 - The cost of repairing the car was too high compared to the value of the car
 - The insurance company declared car a total loss
 - Usually the result of a bad accident or flooding





Buying a Car:

How to buy a car

Step 5: Negotiate the Deal

- Steer clear (pun intended) of expensive additions like *extended warranties* and *car loans*
- Determine how much you are willing to spend
- Factor in the needed repairs
- Start with an offer below your spending limit
- Negotiate back and forth respectfully
- Stick to your limit
- If other party will not come down – walk away



Buying a Car:

How to buy a car

Practical Exercise

For outside of classroom.

1. Look online for at least two USED cars you think you might want to purchase for CASH
2. Use the Total Car Cost Calculator at <https://financialmentor.com/calculator/car-cost-calculator>
3. Determine what the total cost of each car would be if you kept the car for 5 years

Consider: Based on your income and how much you currently have saved, can you afford either of these cars?



Check on Learning

1. T/F – It's cheaper to pay cash for a car than get a car loan
2. Is it a good idea to test drive a car before buying? Why or why not?



B4. PAYING FOR COLLEGE



Critical Consumer

OBJECTIVES

Enable Cadets to make wise, planned purchases and understand their options when paying for college.

Plan of Action

1. Know your options to pay for college

Essential Question:

What are your options to attend college without incurring student loan debt?



Paying for College



<https://www.youtube.com/watch?v=CfoGLH7kQLs>



Paying for College

- Post-secondary education has become very expensive, especially four-year colleges
- Do you want to attend college or a vocational or technical school?
- How will you pay for tuition, fees, books, room and board and living expenses?
- Will you live at home while at college?
- Considering financial aid (a loan) to pay for school?
 - Paying off student loan debt is a HUGE burden



Paying for College

- Have you saved money to attend college or vocational or technical school?
- Can you go to school while you work?
- Can you get grants and scholarships?
- Are you considering tuition-free schools, such as the service academies?
- Are you planning to enlist in the military and use the GI Bill to pay for college?



Paying for College

- Working while attending college can be a challenge
- May mean it will take longer to complete
- A great option to avoid student loan debt





Paying for College

- Grants and Scholarships require you to do some research
- Need to complete an application
- Great option – free!! No repayment
- US Dept of Education website has great information:

<https://studentaid.gov/understand-aid/types/scholarships>



Paying for College

- The U.S. Department of Labor has a free scholarship search tool
 - More than 8,000 scholarships, fellowships and grants
 - For levels of study ranging from Associate Degrees to Graduate Degrees

<https://www.careeronestop.org/toolkit/training/find-scholarships.aspx>



Paying for College

- For federal scholarships, complete the Free Application For Federal Student Aid, or FAFSA.
- Beware! This is the same application used for student loans.
- Can be very tempting to take the student loan and think “just pay it off later”
 - Suddenly you have a \$100,000 debt or more
 - Even if you don’t graduate, you still must pay all that back – and it can take up to 20 years!
- Always consider free money first – grants, scholarships, working part-time



Paying for College

Practical Exercise

For outside the classroom. Research scholarship options.

1. Discuss your scholarship options with your Financial Aid office at your high school and/or the college you plan to attend
2. Go to <https://www.careeronestop.org/toolkit/training/fund-scholarships.aspx> and identify at least three scholarships for the field you want to study



Paying for College

U.S. Military Options –

- The U.S. Service Academies are free:
 - United States Military Academy
 - United States Naval Academy
 - United States Air Force Academy
 - United States Coast Guard Academy



Paying for College

U.S. Military Options –

- Service academies give you the military environment and a first-class education
- Tuition, books, room and board, medical and dental care are all fully funded
- Earn your Bachelors of Science degree and receive an officer's commission
- After graduations, serve your country for a minimum of five years.



Paying for College

U.S. Military Options –

- Competition for acceptance to these academies are fierce.
- Admission criteria include:
 - High school academic performance
 - Standardized test scores (SAT or ACT)
 - Athletic and extracurricular activities
 - Leadership experience and community involvement
 - A congressional letter of recommendation



Paying for College

U.S. Military Options –

- Senior Military Colleges
 - Like service academies
 - Among the most prestigious and famous education institutions in the world
 - Every senior military college cadet must participate in the Reserve Officer Training Corps (ROTC) program
 - Only those students who receive an ROTC scholarship are required to enter military service after graduation



Paying for College

U.S. Military Options –

- Maritime Academies

- The United States Merchant Marine is a fleet of civilian-owned merchant ships that carry cargo and passengers on behalf of the United States
- After graduation you become a shipboard officer, but a continued service commitment is not required



Paying for College

U.S. Military Options –

For a list of Service Academies, Senior Military Colleges, and Maritime Academies and contact phone numbers, visit:

<https://www.todaysmilitary.com>



Paying for College

U.S. Military Options –

- Military Tuition Assistance
 - Available in all four branches and the US Coast Guard
 - Up to \$44,000 for
 - Vocational/technical programs
 - Associates, Bachelors and Masters Degrees
 - Independent Study and Distance Learning Programs
 - \$250 per semester credit-hour for tuition
 - Available only while actively serving in the military



Paying for College

U.S. Military Options –

- Military Tuition Assistance
 - Can use the Montgomery GI Bill or Post 9/11 GI bill to supplement fees and books
 - Contact the school's Office of Military and Veteran Services
 - Many schools lower their fees to match the TA limits
 - Contact your service branch's education center for requirements and approval



Paying for College

U.S. Military Options –



<https://www.youtube.com/watch?v=bGGlkqEgXF4>



Paying for College

U.S. Military Options –

- Montgomery GI Bill and Post 9/11 GI Bill
 - Offered through the U.S. Dept of Veteran's Affairs
 - Montgomery GI Bill given to those entering active service after 1977
 - Post 9/11 GI Bill given to those entering active service after September 10, 2001
 - You might qualify for both, but can only use one



Paying for College

U.S. Military Options –

- Montgomery GI Bill and Post 9/11 GI Bill
 - Benefits for both include
 - Tuition and fees
 - Books and supplies
 - Money for monthly housing costs
 - Money to help move from a rural area to go to school



Paying for College

U.S. Military Options –

- Montgomery GI Bill benefits expire after 10 years
 - Selected Reserve benefits expire after 3 years
 - Available only while still in the Reserves
- Post 9/11 GI Bill benefits never expire
 - Can be use for spouse's education
 - Can be used for children's education



Paying for College

U.S. Military Options –

- ROTC (Reserve Officer Training Corps) Scholarships
 - ROTC scholarships require you serve as an Officer for 3-5 years after graduation
 - Pays for tuition, fees, books
 - College life just like other college students
 - Take additional required courses, and may require intensive summer program
 - Talk to an ROTC Advisor or high school advisor



Paying for College

U.S. Military Options –

For more information about these GI Bills, visit the U.S. Department of Veteran's Affairs website:

<https://www.va.gov/education/about-gi-bill-benefits/>



Check on Learning

1. T/F – It is possible to attend college without incurring student loan debt.
2. Where might you find information about scholarships?
3. What options does the Military have to offer for free education?