

Editorial

Kristy L. Archuleta, Ph.D.

Editor

This year has been an exciting year for the *Journal of Financial Therapy's* sponsoring organization, Financial Therapy Association. An idea was sparked many years ago by the FTA Board of Directors that a designation or credential should be created. In 2015, the FTA Board outlined in its 5-year strategic plan that a professional designation be established as a signal to consumers that a professional understands that money is more than numbers. Rather a financial therapy professional understands the connection among relational, emotional, cognitive, behavioral and financial aspects of one's life and that this connection was important not only to financial well-being but also to overall well-being. Over the past three years, the all-volunteer Board members have spent a tremendous amount of their own energy, resources and countless hours of time, researching, planning, and evaluating the best ways to make such a designation available to professionals. The certification will be introduced in three levels. The decision to make the certification a three tiered process was driven by the complexities of the field and how professionals enter the field, their level and type of education and training they have already received, and how they want to integrate their financial therapy knowledge and skill into their work. Utilizing Levels I, II, and III, supports the unique professional backgrounds, experience levels, and professional goals.

The first level will be a Certified Financial Therapist-I™ or CFT-I™. This initial level of certification will be rolled out this winter and demonstrates to other professionals and consumers that a professional has basic knowledge of how money impacts interpersonal and intrapersonal areas of one's life and, in turn, those interpersonal and intrapersonal areas impact one's financial behaviors, decision-making, and well-being. Competency of this knowledge will be verified by meeting required education standards and passing a standardized exam. Specific domains of competency that are required for the certification can be found on the FTA's website: www.financialtherapyassociation.org. In the future, the FTA Board plans to introduce two additional level levels of certification, each level building on the other to be able to address more advanced and complex challenges.

Why do I write about certification as part of the Editorial for the Journal of Financial Therapy? Financial therapy, in the context of both research and practice, has become part of my life's work. The early leaders of the field co-developed the FTA to be a professional organization that could serve as a place for professionals with similar interests to connect, collaborate, and develop an organized field of study and practice. For many years, I too served on the FTA Board, and I am excited to see them carry out what was once an idea, then a goal, and now a reality. With the ushering in of CFT-I™, it is a critical moment for further research to be conducted that will continue to help inform the practice of financial therapy. Now, more than ever, we must connect the areas of practice, research, and theory to not only inform best practices of financial therapy, but also to legitimize the work. Meaningful research to inform for the field cannot be conducted without collaboration with

practitioners, and credible practice cannot be done be without theoretical and empirical support.

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Certified Financial Therapists - I™ are equipped to help clients reach their financial goals by thoughtfully addressing financial challenges, while at the same time, attending to the emotional, psychological, behavioral, and relational hurdles that are intertwined.



Learn more about Financial Therapy at
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Meet the Authors

Emily D. Baisden is an Accredited Financial Counselor® and serves Marines and Sailors as a Personal Financial Counselor at Camp Lejeune, North Carolina. Emily is a recent graduate of Iowa State University where she earned her Master of Science degree in Human Development and Family Studies. She spent a year and a half of her professional development volunteering with the Navy Marine Corps Relief Society. In her work, Emily helps service members and their families improve their financial well-being so they can recognize and overcome some of the unique challenges military families face.

Suzanne Bartholomae is an Assistant Professor and Extension State Specialist in the Department of Human Development and Family Studies at Iowa State University. As an extension specialist, she supports the development, delivery, and evaluation of financial education programs. Her research interests include financial wellness, financial literacy, and the efficacy of financial education initiatives. She has published in *Family Relations*, *Journal of Family Issues*, *Journal of Family and Economic Issues*, *Journal of Adolescent Health*, and *Journal of Consumer Affairs*. Through her work, she strives to help people enhance their financial decision-making skills and security. She earned her PhD from The Ohio State University.

Sophia T. Chiremba Anong is an Associate Professor and Graduate Faculty in the Department of Financial Planning, Housing, and Consumer Economics at the University of Georgia. She earned her Ph.D. and M.S. at Purdue University. She has a 50:50 teaching and research appointment. She has published in the *Journal of Consumer Affairs*, *Journal of Financial Counseling and Planning*, *Family and Consumer Science Research Journal*, the *International Journal of Consumer Studies*, the *International Journal of Home Economics*, the *Handbook of Consumer Finance Research*, and the U.S. Bureau of Labor Statistics' *Compensation and Working Conditions* now *Monthly Labor Review*. Her collaborators include graduate and undergraduate researchers who are mentored to collect primary data or analyze large complex national datasets such as the Survey of Consumer Finances, Medical Expenditure Panel Survey, or the National Health Interview Survey of the Centers for Disease Control & Prevention.

Edward L. Davis joined Clark Atlanta University's School of Business Administration in 1980 as a professor in the Department of Decision Sciences. His research interests include operations research techniques, minority business development and statistical analysis of procurement procedures. He has authored several articles for national publications including the *International Journal of Mathematical Education Science and Technology*, and *Tech Trans*. Dr. Davis earned a B.S. from Morgan State College in Mathematics, an M.S. from Ohio University in Mathematics, an M.S. from John Hopkins University in Management Science, and a Ph.D. from North Carolina State University.

Jonathan Fox is the Ruth Whipp Sherwin Endowed Professor in the Department of Human Development and Family Studies; Director of the Financial Counseling Clinic; and Program Leader in financial counseling and planning at Iowa State University. He has taught

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Crystal R. Hudson joined Clark Atlanta University's School of Business faculty in August 2012 and teaches finance and financial planning courses and serves as the Director of CAU's Financial Planning program. Prior to joining CAU, Dr. Hudson had a successful career in corporate finance for 19 years with major consumer products companies such as Sara Lee Corp., Haagen Dazs Inc. and The Weather Channel. Dr. Hudson's research interests include the financial well-being and financial behaviors of African Americans and low-income employees. As such Dr. Hudson has published articles on these groups within the Financial Services Review, Journal of Financial Therapy, the Review of Black Political Economy and the Washington Business Research Forum. Dr. Hudson earned a PhD from the University of Georgia, May 2012, and a MBA in Finance from Clark Atlanta University in 1993, and a Bachelors' of Business Administration 1987 from Indiana University.

Elania J. Hudson is a Visiting Professor of Marketing in the School of Business at Clark Atlanta University. She received her Ph.D. in marketing from the Ross School of Business at the University of Michigan. She has also received a certificate in Marketing Strategy from Harvard Business School (Executive Education). She was previously on the faculty of the Division of Business Administration and Economics at Morehouse College. Her research interests focus on digital consumer behavior with an emphasis on social media analytics. She has authored several articles in journals that include Psychology & Marketing, and the Journal of Promotion Management. She has received multiple awards for excellence in teaching; and consistently receives top ratings from her students. In 2016, she was selected by HBCU Digest as one of four national finalists for HBCU Female Faculty Member of the Year and KPMG Peat Marwick (in Washington, D.C.).

Michelle Jeanfreau completed her Doctorate degree at Kansas State University in Human Ecology with the Marriage and Family Therapy emphasis. Michelle is a licensed marriage and family therapist and worked clinically for Gulf Coast Mental Health on the Mississippi Gulf Coast before she began teaching at the University of Southern Mississippi. Michelle is and assistant professor in the School of Child & Family Sciences and has been with USM for 10 years. Michelle's research interests are all relationally based and include marital infidelity, financial infidelity, parent-teacher relationships, and parent-child relationships related to youth sports.

Michael D. Mong is an associate professor in the Department of Psychology and the Director of the University of Southern Mississippi Autism Project. He previously served as an associate dean for the College of Education and Psychology. Dr. Mong maintains an active research program in the areas of behavioral and academic interventions; Autism Spectrum Disorders, marital infidelity, and disaster related trauma. Dr. Mong is also a practicing school

psychologist who conducts both basic and treatment based research in the afore mentioned areas.

Kenji Noguchi is an Associate Professor at the University of Southern Mississippi Gulf Coast. He has been teaching at the University for 10 years. He completed his Bachelor's degree from Hosei University in Sociology and his Master's degree from Nihon University in Psychology. Both universities are in Tokyo, Japan. He completed his Ph. D. from the University of Mississippi in Psychology with the emphasis on social psychology. His research interests include cultural differences in attitudes and values, health promotion through persuasive techniques and mindfulness, and psychological well-being. He is also interested in applied research on diversity, motivation, and coping strategies.

Barbara O'Neill holds the rank of Distinguished Professor at Rutgers University, and is Rutgers Cooperative Extension's Specialist in Financial Resource Management. She also provides national leadership for the Cooperative Extension programs *Investing For Your Future* and *Small Steps to Health and Wealth™*. A Certified Financial Planner®, Dr. O'Neill received her Ph.D. in family financial management from Virginia Tech and has written over 1,700 consumer newspaper articles and over 160 articles for professional publications. She has also received over three dozen awards for program excellence and over \$1.2 million in external funding to support her financial education programs and research.

Hans Stadthagen-Gonzalez earned a Ph.D. in Experimental Psychology at The University of Bristol, England. He is currently an Associate professor of Psychology at The University of Southern Mississippi and Psychology Undergraduate Program Coordinator for the Gulf Park Campus. The main focus of his research is on the psychology of language, including the study of bilingualism and cognition, emotional aspects of language, and language assessment. He is also interested in measurement techniques for attitudes, abilities, and opinions.

John Young is assistant professor of finance in the Department of Finance and Accounting in the School of Business. His research examines the effects of education in the financial capabilities primarily among African-Americans, financial literacy in community outreach programs, and financial coaching. His recent work examines age and education as determinants of financial literacy. John Young is the author of *Financial Literacy: Age and Experience as the Determinants*. He has a Bachelor of Business Administration degree from Georgia State University, Masters of Business Administration degree from Mercer University, and a Doctor of Business Administration degree from Nova Southeastern University.

Financial Therapy Network

The following individuals have identified themselves as providing services that promote a vision of financial therapy. The Financial Therapy Association cannot guarantee the services of those listed in the FTA Network. For more information and to view these professionals' profiles, visit <http://www.financialtherapyassociation.org>.

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