2025-2026 Fact Book









COLLEGE FOR FINANCIAL PLANNING®

A KAPLAN COMPANY

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At the College's discretion, news, updates, and information regarding changes/updates to courses or programs may be posted to the College's website at www.cffp.edu, or you may call the Student Services Center at 1-800-237-9990.

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Introduction to the Fact Book

This fact book contains important and frequently requested information about the College's programs, students, faculty, staff, and operations. It is meant to serve as an information source for College employees, stakeholders, and current and prospective students.

The data provided in this fact book is a snapshot of data through the 2024-2025 academic year. The academic year runs from August 1 through July 31. Additional information can be found on the Office of Institutional Research and Effectiveness website, https://www.cffp.edu/office-of-institutional-research-effectiveness.

If you have any questions or concerns about this fact book, please contact the Office of Institutional Research and Effectiveness at research@cffp.edu.

Introduction to the College

College for Financial Planning Mission

The College's mission is to be the education provider of choice for working adults in the financial services industry by enabling student learning through advanced education programs and quality support services.

Academic Affairs Mission

Our mission is to empower our diverse stakeholders to strategically develop and deliver premier, student-centered education and cutting-edge research, in order to advance the field of financial planning and enable our students to make a difference in their clients' lives.

Academic Affairs Vision

Our vision is to build a leading community of educators and learners committed to excellence in the financial services profession.

History of the College

The College for Financial Planning was granted a charter by the state of Colorado in 1972 as a private, nonprofit corporation to formalize the financial planning profession via the CERTIFIED FINANCIAL PLANNER™ (CFP®) certification. In 1985, the College and the Certified Financial Planner Board of Standards Inc. became separate entities, with the College providing education and CFP Board supporting the CFP® certification itself. The National Endowment for Financial Education (NEFE) evolved from and served as the parent entity of the College from 1992 to 1997 when it finalized the sale of the College for Financial Planning to Apollo Group Inc. The College for Financial Planning was acquired by Kaplan Inc. in 2018.

Over the years, the College has developed and introduced a variety of programs to better serve the needs of its students and the financial services industry. Today, the College remains committed to offering the highest level of education to the financial services industry, including Master of Science degrees and the Certified Financial PlannerTM Professional Education program. The College also offers seven graduate-level professional certification programs (ABFP®, APMA®, AWMA®, SE-AWMA®, CRPC®, CRPS®, and QPFESM) and three certificate-level professional certification programs (AAMS®, FPQP®, and WMSSM) that are considered among the most respected credentials in the industry. Most recently the College added three Certificate Programs: Financial Advising Accelerator, ETFs and Portfolio Construction, and Accredited Investment Fiduciary® Training.

Accreditation

The College for Financial Planning has been continuously accredited by the Higher Learning Commission since 1994. All credit-bearing programming has been approved by the Higher Learning Commission. For more information about the College's accreditation and regulatory affiliations, visit: https://www.cffp.edu/regulation.

Board of Directors

• Karen Spero, Chairwoman of the Board

Karen Spero founded Spero-Smith Investment Advisors in 1972, a firm that specializes in personal financial planning and portfolio management for individuals and small business owners, with a particular emphasis on retirement and succession planning. The firm manages in excess of \$300 million. Karen sold her interest in the company and has no financial interest in the firm, nor is she employed by the firm. She has the honorary title of Chairman Emeritus and is a member of the firm's Advisory Board.

Karen maintains both the CERTIFIED FINANCIAL PLANNER™ certification and the Accredited Investment Fiduciary Analyst (AIFA®) designation. She earned her B.S. degree in business administration from Lake Erie College, where she served as vice chair of the Lake Erie College Board of Trustees and is now an emeritus member. In 2002, Karen was inducted into the Hall of Excellence of the Ohio Foundation of Independent Colleges, Inc.

For more than 20 years, Karen was the Staff Financial Advisor for TV 5's Morning Exchange. She also was a weekly commentator for public radio's "Ohio Portfolio" for its 3-year tenure. Karen has been consistently quoted in financial publications, including The Wall Street Journal, USA Today, SmartMoney magazine, and others. She has done money makeovers for USA Today and Mutual Funds Magazine. For 7 years, Worth Magazine named Karen to its list of the "Best 250 Financial Advisors in the USA."

• Shelly-Ann Eweka, Board Member

Shelly is the TIAA Institute Senior Director of Research & Strategic Program Initiatives. As a financial planning thought leader, she supports TIAA's objective to engage customers with advice that helps them meet their financial needs to and through retirement. Her focus is to proactively deliver forward-looking content through different platforms.

With nearly three decades in financial services, Shelly is a nationally known financial planner and speaker who brings awareness and strategic solutions to narrow race and gender gaps in retirement savings. Within the firm, she launched Black Indigenous Women of Color Financial Advisors/Planners of TIAA. She is a member of several other organizations—including ones for Black and female employees—that create leaders, influence culture and promote financial equity.

Mass media outlets frequently quote Shelly's commentary, including Bloomberg, CNBC, USA Today, Black Enterprise, CNN, Yahoo, and several podcasts and financial websites. Often, she speaks at events designed for female audiences such as the Women's Institute for a Secure Retirement (WISER) and the 2022 Women's Network Conference, which is run by the N.C. chapter of the American Council on Education (ACE). In addition, Shelly has presented at a financial literacy webinar organized by George Washington University that was attended by national researchers, policy makers and reporters.

Shelly is a longstanding member of the Association of African American Financial Advisors, serves on the CFP Board Appeals Commission and is an arbitrator for FINRA. Previously, Shelly led a team of CERTIFIED FINANCIAL PLANNERTM professionals who build financial plans for clients and provide support for TIAA wealth management advisors. Also, Shelly is the former CFP Board Chair of both the Disciplinary and Ethics Commission and the Commission on Sanctions Fitness.

Shelly holds a master's in taxation from Northeastern University, a certificate in Financial Planning from NYU, and a Bachelor of Science in Electrical Engineering from the University of Pennsylvania. Additionally, she maintains her Certified Financial PlannerTM, Chartered Financial Consultant, Retirement Management Advisor®, and the North Carolina State Health and Life Insurance, and Series 7, 24, 63, and 65 licensing.

• Dirk Pantone, President of the College for Financial Planning

Dirk Pantone joined the College for Financial Planning in 2001 as Controller and served as the Vice President of Sales and Marketing before becoming President of the College. As a seasoned financial and operational leader, Dirk has an extensive knowledge of all aspects of the College and industry as well as being academically credentialed, including the CFP® certification launched by the College in 1972.

In addition to his CPA and CFP® certifications, Dirk earned a BS in Business Administration from Columbia College (Columbia, MO) and an MS in finance and accounting from Regis University (Denver, CO).

Prior to joining the College, Dirk had 10 years in operations, finance, and accounting management. Dirk was the operations manager for retail stores from 1991 through 1995. In this business development position, he

was responsible for the growth and operations of multimillion-dollar sales for retail operations in four states. Dirk subsequently became accounting manager for regulatory accounting and budgeting in the broadband industry in 1995 and became finance director for business development before joining the College in 2001.

• Lauren Sigman, Board Member

Lauren Sigman is a Principal and Managing Director at Robertson Stephens in the Denver and Vail Valley area. She has over 35 years of experience in personal financial planning, divorce planning, finance, and real estate. Prior to joining Robertson Stephens, she was a wealth manager and financial planner at All Season Financial Advisors with Sean Powers, working with people looking for individualized, creative ways to manage their financial fitness, no matter what shape they're in.

Before moving to Colorado in the early '90s, Lauren spent 12 years in the financial industry in New York. She was an investment banker with Morgan Stanley & Co., a financial analyst with J.W. O'Connor & Co., and Vice President of Finance for Silverstein Properties, a Forbes 400 commercial real estate developer in New York City, where she was responsible for arranging over \$1 billion in financing.

Lauren is also a CERTIFIED FINANCIAL PLANNER™ professional. She earned her undergraduate degree from the Woodrow Wilson School for Public and International Affairs at Princeton University and her MBA from Harvard Business School. She is a member of the Board of Directors for the American Alpine Club, serving as the Chair of the Piolet Society since 2015.

Jeff Weekes

Jeff is a First Vice President and Financial Advisor with Morgan Stanley, where he has enjoyed a 41-year career. He has always been driven by a passion for helping others and making a positive impact in his community. As a Certified Financial Planner and Portfolio Management Director, he has dedicated his career to guiding clients toward their financial goals and currently manages over \$500 million in assets as of June, 2024. He completed the College for Financial Planning coursework and became licensed as a CFP practitioner in 1994.

But Jeff's commitment to service goes beyond his professional work. He has been deeply involved in his community, serving as Chairman of the Board of the Redevelopment Authority of Monroe County and leading Keystone Athletic, a local youth soccer club, as president and coach.

Jeff's dedication to service and education has earned him numerous leadership positions within the financial industry, having served on the CFP Board Disciplinary and Ethics Commission, the Sanctions and Fitness Commission and currently on the CFP Board Appeals Commission. He studied Economics and Psychology at Colgate University. While there he met his wife, Elizabeth. They live in Stroudsburg, PA and they have 2 grown children, 3 grandchildren, and 2 golden retrievers.

Despite his many achievements, Jeff has no plans to slow down or retire anytime soon. He continues to help his clients navigate their financial futures with wisdom and care, while also pursuing his love of fitness, sports and the outdoors.

• James F. Williams, Board Member Emeritus

James Williams founded J.F. Williams Co., Inc. in 1995 to help people manage their money to tend to their life. His prior experience includes an extensive career in personal and estate tax planning and compliance management with a national accounting firm, as well as providing income tax, property, and excise tax compliance management and special finance planning for a variety of businesses.

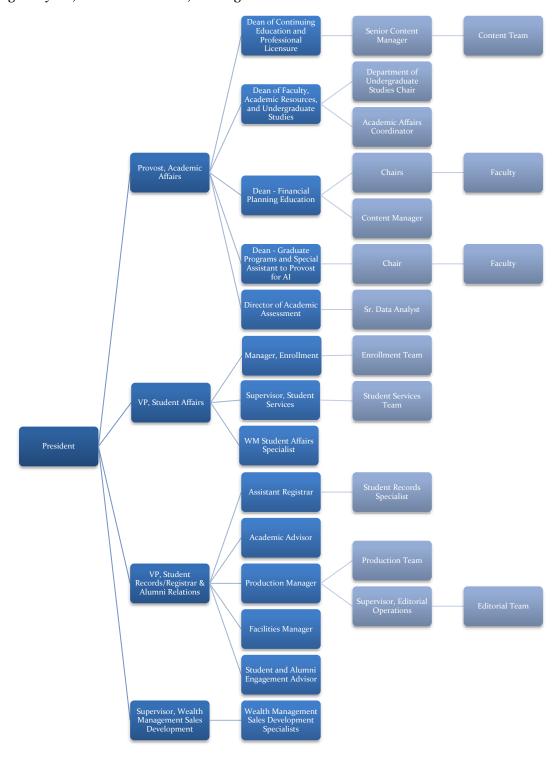
Jim also has developed specialized expertise in managing retirement planning and other life transitions by participating in the Sudden Money Institute and similar professional networks.

Jim holds a bachelor's degree in accounting from the University of Southern Colorado and a master's degree in accounting with emphasis in taxation from Colorado State University. He has held a CPA certification since 1978 and his CERTIFIED FINANCIAL PLANNER™ certification since 1995. He is a member of the FPA, NAPFA, the Personal Financial Planning Division of the American Institute of Certified Public Accountants, the Colorado Society of Certified Public Accountants, and the Rocky Mountain Estate Planning Council. He also has served on the Discipline and Ethics Commission of the Certified Financial Planner Board of Standards, Inc.

Academic and Administrative Organization

The College is organized into the following broad functional areas: Academic Affairs, Student Affairs, Registrar & Alumni Relations, and Wealth Management Sales Development.

The College operates under the umbrella of Kaplan North America and is supported by a number of shared services that are not directly housed in the College including, but not limited to, IT Systems Support, Marketing, Learning Analytics, Human Resources, and Legal.



The College's administrative structures incorporate shared governance through the following academic committees.

Academic Affairs Committees

- Center for Excellence in Teaching & Learning
- Faculty and Staff Honors Committee
- Faculty Senate Executive Council
- Graduate Executive Council
- HLC Executive Committee
- Research Committee
- Retention Committee
- Scholarship Committee
- Student Learning Committee

Program Enrollments

The College offers certificate and professional certification programs to assist in the professional development of financial services professionals throughout their entire career. Details about the professional certification programs can be found starting on p. 23 of the 2025/2026 College Catalog. The professional certification programs are delivered via a self-paced online program using video instruction, a structured-pace schedule with live instructor-led classes, or a blended version that utilizes both delivery methods.

Certificate Programs

- Financial Advising Accelerator
- ETFs and Portfolio Construction
- Accredited Investment Fiduciary® Training

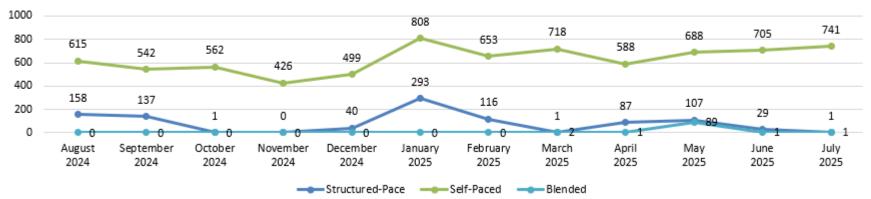


Professional Certification Programs*

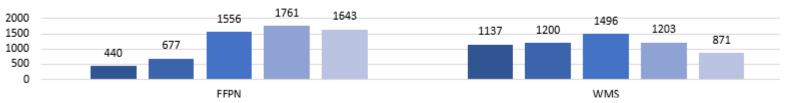
- Accredited Asset Management SpecialistSM or AAMS® Professional Certification Program
- Accredited Behavioral Finance ProfessionalSM or ABFPSM Professional Certification Program
- Accredited Portfolio Management AdvisorSM or APMA[®] Professional Certification Program
- Accredited Wealth Management AdvisorSM or AWMA® Professional Certification Program
- Chartered Retirement Planning CounselorSM or CRPC® Professional Certification Program
- Chartered Retirement Plans SpecialistSM or CRPS® Professional Certification Program
- Foundations in Financial PlanningSM Program leading to the Financial Paraplanner Qualified ProfessionalSM or FPQP® Professional Certification
- Qualified Personal Finance EducatorSM or QPFESM Professional Certification Program
- Sports and Entertainment Accredited Wealth Management AdvisorSM or SE-AWMASM Professional Certification Program
- Wealth Management SpecialistSM or WMSSM Professional Certification Program

^{*}The ABFP program was introduced in December 2020, SE-AWMA launched in June of 2022, QPFE was introduced in 2024, and the certificate programs began in 2023 and 2024.

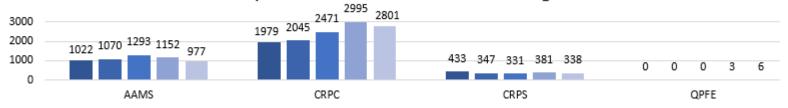
All Professional Certification Course Enrollments by Delivery Method



Career Entry Professional Certification Programs



Early-Career Professional Certification Programs



Mid-Career Professional Certification Programs

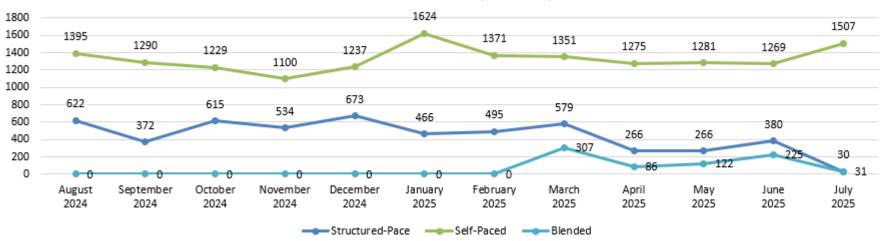


CERTIFIED FINANCIAL PLANNER™ Certification Education Program

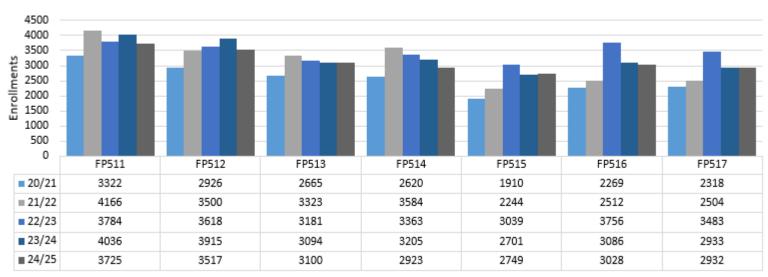
The CFP Education program is delivered via a self-paced online program using video instruction, a structured-pace schedule with live instructor-led classes, or a blended version that utilizes both delivery methods.

- FP511: General Financial Planning Principles, Professional Conduct, and Regulation
- FP512: Risk Management, Insurance, and Employee Benefits Planning
- FP513: Investment Planning
- FP514: Tax Planning
- FP515: Retirement Savings and Income Planning
- FP516: Estate Planning
- FP517: Financial Plan Development

All CFP Education Courses by Delivery Method

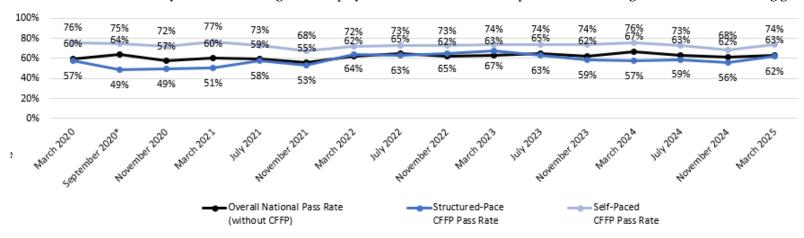






CFP Board Exam Pass Rates

Individuals must complete their certification coursework through a CFP Board Registered Program to be eligible to sit for the National CFP® exam which is offered three times each year. The following chart displays the National CFP® exam pass rates for College for Financial Planning graduates.



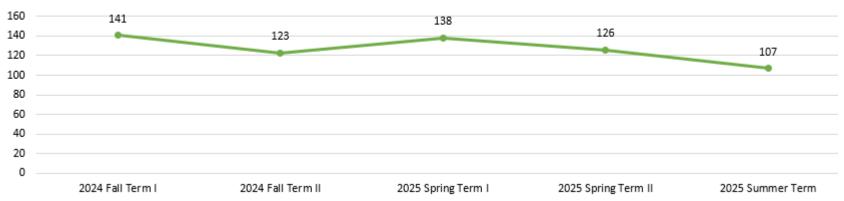
^{*}Due to COVID-19, the July exam was moved to September for 2020.

Graduate Degree Programs

The graduate degree programs follow a structured-pace schedule in an asynchronous online learning environment.

- Master of Science in Personal Financial Planning
- Master of Science in Financial Analysis









The Financial Analysis degree was introduced in the 2021 Fall Term II.

Graduate Degree Program Annual Enrollments



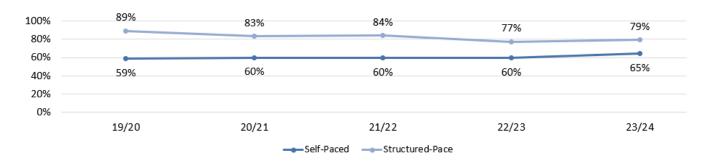
The Financial Analysis degree was introduced in the 21/22 Academic Year.

Retention, Persistence and Graduation Rates

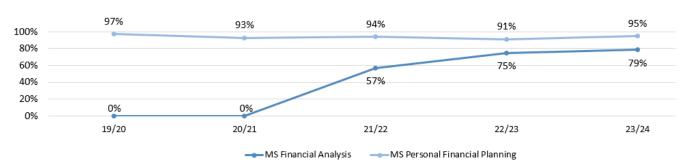
Retention Rates

The retention rates are defined as the percentage of students accepted into a program who enrolled and successfully completed their second course within one year of enrollment.

CFP® Certification Education Program Retention Rates



Graduate Degree Program Retention Rates



The professional certification programs (AAMS®, ABFP®, APMA®, AWMA®, SE-AWMA®, CRPC®, CRPS®, FPQP®, QPFESM, and WMSSM) are single course programs, so there are no retention rates provided for them.

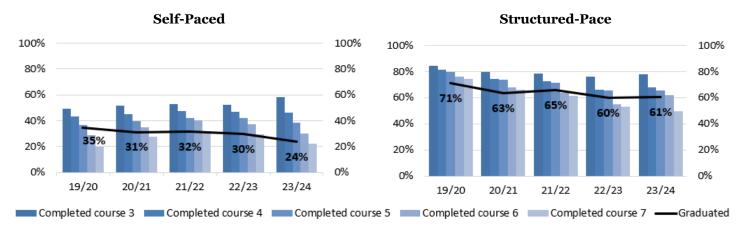
Program Persistence and Graduation Rates

CFP® Certification Professional Education Program Persistence and Graduation Rates

The persistence rates are defined as the percentage of students accepted into a program who enrolled and successfully completed their first four courses within two years of enrollment.

Students who pre-pay tuition for the CFP® Certification Professional Education Program (FP511-FP517) in full are allotted a maximum of two (2) years from the date of enrollment to complete all courses in the program.

The graduation rates are the percentage of admitted students in the years shown who met all the requirements necessary to complete their selected program within two years. Students who request extensions may take longer.

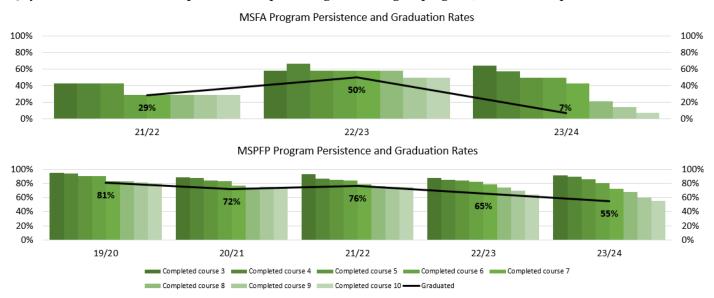


Note: Graduation rates shown are 2-year graduation rates, so students in the academic year 23/24 have not had a full two years so that rate will change.

Graduate Degree Programs Persistence and Graduation Rates

The persistence rates are defined as the percentage of students accepted into a program who enrolled and successfully completed their first four courses within two years of enrollment.

The graduation rates shown are the percentage of students accepted into a program in the years shown who met all the requirements necessary to complete their selected program within three years. Students are allowed five (5) years from the date of acceptance to complete the graduate degree program, but most complete within three.



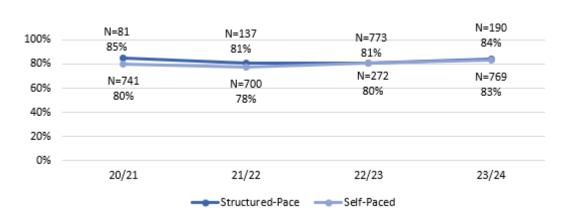
Note: Graduation rates shown are 3-year graduation rates, so students in academic years 22/23 and 23/24 have not had a full three years so those rates will change.

Professional Certification Program Graduation Rates

The Professional Certification Programs are delivered via a self-paced online program using video instruction or a structured-pace schedule with live online instructor-led classes. The structured-pace schedule varies by program.

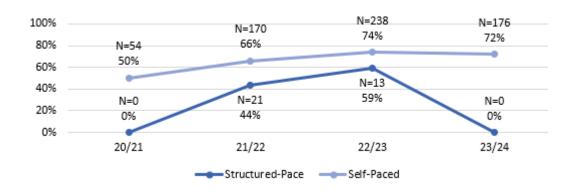


Accredited Asset Management SpecialistSM or AAMS® Program Graduation Rates





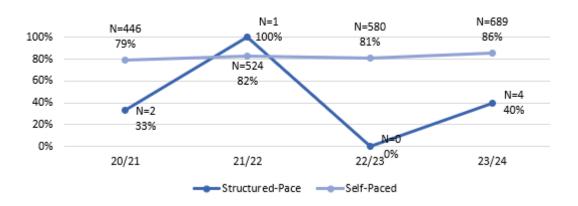
Accredited Behavioral Finance Professional $^{\text{SM}}$ or ABFP $^{\text{SM}}$ Program Graduation Rates



The ABFP program was introduced in 2020.

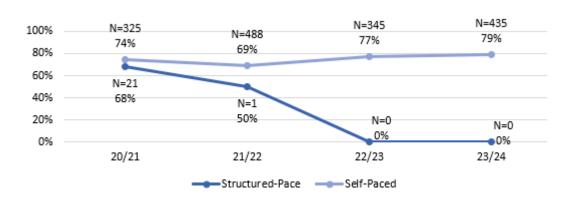


Accredited Portfolio Management AdvisorSM or APMA® Program Graduation Rates



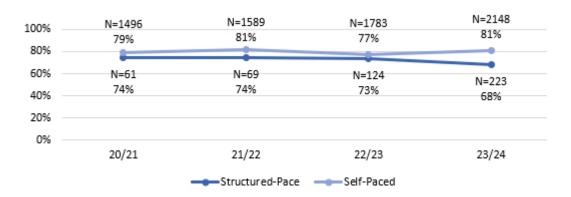


Accredited Wealth Management AdvisorSM or AWMA® Program Graduation Rates



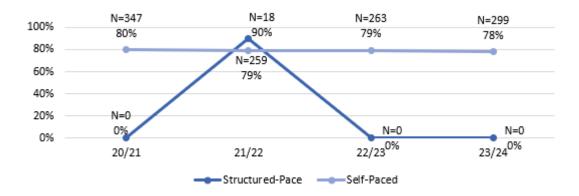


Chartered Retirement Planning CounselorSM or CRPC® Program Graduation Rates



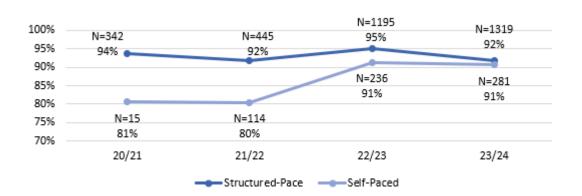


Chartered Retirement Plans SpecialistSM or CRPS® Program Graduation Rates



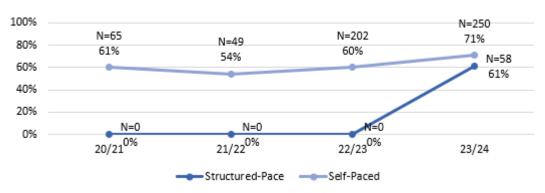


Foundations in Financial Planning $^{\rm SM}$ Program leading to the FPQP $^{\rm B}$ professional certification Graduation Rates





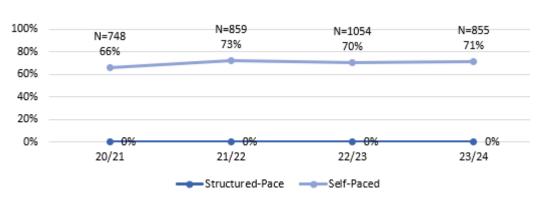
Sports & Entertainment Accredited Wealth Management AdvisorSM or SE-AWMASM Program Graduation Rates



The SE-AWMA program was introduced in 2021.



Wealth Management Specialist $^{\text{SM}}$ or WMS $^{\text{SM}}$ Program Graduation Rates



The WMS program has only been delivered self-paced.

Program Graduates

Graduates by Academic Year

The following tables show the number of graduates in the academic years shown.

Professional Certification Programs

		9	_		
	20/21	21/22	22/23	23/24	24/25
AAMS®	865	825	942	943	832
ABFP ®	26	129	234	174	175
APMA ®	423	448	520	642	597
AWMA®	251	322	318	419	416
CRPC ®	1,654	1,592	1,647	2,138	2,136
CRPS ®	354	288	253	287	294
FFPN/FPQP®	422	499	885	1,777	1,367
QPFE SM	N/A	N/A	N/A	N/A	0
SE-AWMA®	13	140	189	250	302
WMSSM	652	962	1076	876	710

^{*}The ABFPSM program was introduced in December 2020, SE-AWMASM was introduced in 2021, and the QPFE program was launched in 2024.

CFP® Certification Education Program

	20/21	21/22	22/23	23/24	24/25
CFP® Program	1,271	1,573	2,317	2,056	2,093

Graduate Degree Programs

	20/21	21/22	22/23	23/24	24/25
Graduate Degrees	83	88	77	108	104

Total Alumni

Professional Certification Programs

Certified indicates that a student has maintained the requirements and is authorized to use the designation.

	AAMS	ABFP	ADPA	APMA	AWMA	SE-AWMA	CRPC	CRPS	FPQP	QPFE	WMS*
Total Graduates	27,760	747	741	5,422	5,067	907	41,804	8,479	19,433	0	5,671
Total Certified	12,636	660	316	4,554	3,291	851	23,869	4,558	5,725	0	881

^{*}The totals for this professional certification are as of the date it was made available through the College in 2018. All others are from when each program began.

Certificate Programs

	ETF Portfolio Const	AIF	FAA
Total	2	24	139

CFP® Certification Education Program

v	CFP® Education Program
Total	77,941

Graduate Degree Program

	U
	Graduate Degree Programs
Total	2,334

Tuition and Scholarships

Tuition*

Program	Tuition per course
Master of Science in Personal Financial Planning Degree Program	\$1,450
Master of Science in Financial Analysis Degree Program	\$1,750
CERTIFIED FINANCIAL PLANNER™ or CFP® Certification Education Program (7-course program)	
Premium education (Structured pace, live online class)	\$950
Essential Plus education (Self-paced, on demand class)	\$850
Essential education (Self-paced, self-study)	\$750
Accredited Asset Management Specialist SM or AAMS® Professional Certification Program	\$1,375
Accredited Behavioral Finance Professional SM or ABFP® Professional Certification Program	\$1,375
Accredited Domestic Partnership Advisor SM or ADPA® Professional Certification Program	\$1,375
Accredited Portfolio Management Advisor SM or APMA® Professional Certification Program	\$1,375
Accredited Wealth Management Advisor SM or AWMA® Professional Certification Program	\$1,375
Chartered Retirement Planning Counselor SM or CRPC® Professional Certification Program	\$1,375
Chartered Retirement Plans Specialist SM or CRPS® Professional Certification Program	\$1,375
Foundations in Financial Planning SM or FPQP® Professional Certification Program	\$1,375
Qualified Personal Finance Educator SM or QPFE SM Professional Certification Program	\$1,375
Sports & Entertainment Accredited Wealth Management Advisor SM or SE-AWMA SM Professional Certification Program	\$1,375
Wealth Management Specialist SM or WMS SM Professional Certification Program	\$1,375
Accredited Investment Fiduciary® Training Certificate Program	
Self-study	\$1,595
Live online classes	\$1,995
ETFs & Portfolio Construction Certificate Program	\$395
Financial Advising Accelerator Certificate Program	\$395

 $[*]Visit\ \underline{https://www.cffp.edu/tuition-and-fees/}\ for\ the\ most\ recent\ tuition\ details\ and\ additional\ information.$

Scholarships

The College offers several scholarships that help qualified individuals cover the cost of coursework to pursue their CFP® certification, a professional certification, or a Master of Science Degree.

- Champions of Volunteer Income Tax Assistance (CoVITA) Scholarsips: This scholarship program supports students, school teachers, and university faculty in Puerto Rico who volunteer with the Volunteer Income Tax Assistance (VITA) program. Our scholarships provide access to leading financial education programs, empowering participants to make a lasting impact in their communities by helping underserved individuals and families navigate their financial futures. The CoVITA scholarships cover the full tuition for the designation programs listed below.
 - Financial Paraplanner Qualified ProfessionalSM (FPQP®) (Choice of curriculum in Spanish or Enalish)
 - Oualified Personal Finance EducatorSM (OPFESM)
- **Financial Advisor Futures Scholarship:** This scholarship supports aspiring financial professionals who demonstrate strong potential for success in the field. Designed to help reduce barriers to entry, this scholarship provides financial assistance toward tuition for eligible programs, empowering future advisors to pursue advanced education and contribute meaningfully to the financial planning profession.
- **Freedom Scholarship:** This scholarship is reserved for individuals who serve or have served in the U.S. Armed Forces and allows applicants to choose the program for which they are applying. Applicants can select a specific professional certification program, the CFP program, or one of our master's programs.
- **Merit Scholarships:** Three merit scholarships are awarded annually to individuals who show significant potential or have already achieved outstanding success in finance, financial planning, and/or financial analysis and show promise of being future industry leaders.
 - Loren Dunton Master of Science Degree Merit Scholarship: This scholarship is awarded in honor of the late Loren Dunton, who was the driving force that solidified the ideas and activities of professional financial planners. Mr. Dunton played a significant role in creating and promoting the IAFP, the College for Financial Planning, and the Institute of Certified Financial Planners. For this scholarship the College considers individuals who have proven to be leaders in the financial planning field and have given something back to the profession.
 - **David M. King CFP® Certification Merit Scholarship**: This scholarship honors the achievements of David M. King, who held the position of board chairman at three major financial planning organizations: The College for Financial Planning (1983-1985), The Institute for Certified Financial Planners (1979-1980), and the first Chairman of the Certified Financial Planner Board (1985-1987).
 - **Ginger E. Current Professional Certification Program Merit Scholarship**: This scholarship is in honor of Ginger E. Current and her dedication to the success of the College for Financial Planning and our students for over 25 years. The scholarship is awarded annually to a qualified student who is interested in starting a career or expanding their expertise through one of our professional certification programs.

The type and number of scholarships offered are subject to change and revision as events warrant. Visit https://www.cffp.edu/scholarships/ for the most recent information and additional details.