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## **COLLEGE FOR FINANCIAL PLANNING LAUNCHES MYCHOICE – A NEW VIRTUAL LEARNING PLATFORM**

GREENWOOD VILLAGE, Colo. – December 2011 – To meet the growing needs of our increasingly digitally connected students, College for Financial Planning (CFFP), the nation’s premier provider of financial services education, recently announced the launch of its new virtual learning format, the MyChoice Custom Education Platform. Its new eCampus will begin hosting MyChoice January 1. Combining enrollment, classroom lessons and virtual learning tools into one easily accessible website, [www.cftp.edu](http://www.cftp.edu), MyChoice and eCampus will make financial planning education easier to navigate for any lifestyle.

MyChoice is a multi-faceted dashboard accessible by a computer, tablet or phone that merges together everything students need to complete their financial studies. Students may complete the College’s CFP® Certification Professional Education Program, and Professional Designation programs entirely within the new student-centric eCampus. MyChoice will allow students to attend live classes or access pre-recorded lectures, use study materials including eBooks and interactive study questions and partake in social media forums with classmates and instructors all on the eCampus website. With the MyChoice platform students will have control over how, when and where they learn.

“We are making financial planning education more accessible than ever for all students with our new eCampus and MyChoice,” President John Sears said. “From the moment our students enroll to the time they graduate, every tool they need to become a leading financial advisor can be accessed from any web browsing device at [cftp.edu](http://cftp.edu).”

There is no extra charge for students to use MyChoice on eCampus and it will be available 24/7.

“ The MyChoice platform and eCampus embrace the true potential of internet-based education, said Jim Pasztor, Chair of the College’s Graduate Degree Programs. “We look forward to engaging students in new ways that were never possible before.”

In addition, Karoline Mello, the College’s Vice President of Information Technology added: “The College is very proud to be the first in our industry to provide students with the ability

to enroll, access and complete their education utilizing the latest technology. From the convenience of their smart phone, tablet or computer, at work, at home or on the go.”

To learn more about the benefits MyChoice will provide to current and future CFFP students, visit [www.cffp.edu](http://www.cffp.edu).

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### **About the College for Financial Planning**

Founded in 1972, the College for Financial Planning provides accessible and flexible degree, non-degree, and continuing professional education programs to students nationwide. Shortly after its founding, the College introduced the CERTIFIED FINANCIAL PLANNER™ certification, which has evolved into the world's most recognized and respected financial planning credential, with more than 50,000 professionals in the U.S. having earned the designation.

In addition to its CFP® Certification Professional Education Program, the College offers a three graduate degree programs, for more in-depth knowledge of the finance industry. Professional designation programs are also available, with specializations from asset management to retirement planning. College for Financial Planning is accredited by the Higher Learning Commission and is a member of the North Central Association. More than 120,000 students have graduated from the College's programs. For more information, visit [www.cffpinfo.com](http://www.cffpinfo.com)