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**FOR IMMEDIATE RELEASE**

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**SALEM UNIVERSITY NOW OFFERS A CERTIFICATE BOARD REGISTERED PROGRAM IN FINANCIAL PLANNING**

April 13, 2021 – Salem University in Salem, West Virginia has been approved by Certified Financial Planner Board of Standards, Inc. (CFP Board) to provide a new financial planning [certificate/undergraduate degree/graduate degree] program.

“CFP Board is pleased to approve the program at Salem University as a CFP Board Registered Program,” said Douglas S. King, CFP®, chair of CFP Board’s Board of Directors. “As student interest in financial planning as a career continues to grow, we anticipate that Salem University’s program will contribute significantly to the number of qualified candidates seeking to attain the CFP® certification, the standard of excellence for competent and ethical financial planning.”

CFP Board is a Washington, D.C.-based independent 501(c)(3) non-profit organization whose mission is to benefit the public by granting, upholding and promoting the CERTIFIED FINANCIAL PLANNER™ (CFP®) certification. Those who earn the certification are distinguishing themselves among their peers by meeting CFP Board’s education, examination, experience and ethics requirements. Students completing the financial planning program at Salem University will have met the Education requirement for CFP® Certification Examination administered by CFP Board.

CFP Board currently oversee more than 300 programs at more than 200 institutions. CFP Board-Registered Programs are financial planning education programs at the college or university level that meet specific criteria for educating individuals who wish to fulfill the education component for obtaining CFP® certification.

“CFP Board has completed review of the initial application of the certificate program at Salem University titled, Certificate in Financial Planning Program. I am pleased to approve the initial registration of your program beginning April 13, 2021.” said Dr. Mary Kay Svenberg, Director of Education, Certified Board of Standards, Inc.

“Dr. Marc Getty, Dean of the Business School at Salem University said, “We are very excited and proud to offer a Certified Financial Planning certificate program here at Salem University as successful completion will promote careers and help students.” Persons interested in the program should send inquires to [mgetty@salem.edu](mailto:mgetty@salem.edu)

### The Salem University Mission

The mission of the University is to prepare global citizens with broad knowledge, marketable professional skills, and the ability to make decisions with integrity.

### **ABOUT CFP BOARD**

***Certified Financial Planner Board of Standards, Inc. is the professional body for personal financial planners in the U.S. CFP Board sets standards for financial planning and administers the prestigious CFP® certification – one of the most respected certifications in financial services – so that the public has access to and benefits from competent and ethical financial planning. CFP Board, along with its Center for Financial Planning, is committed to increasing the public’s awareness of CFP® certification and access to a diverse, ethical and competent financial planning workforce. Widely recognized by firms as the standard for financial planning, CFP® certification is held by more than 86,000 people in the United States.***

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