

Hills Bank & liveWELL Partnership

Financial Coaching for UI Employees



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<https://www.hillsbank.com/ui-financial-well-being>

Financial Well-Being Program

- August 2024 Hills Bank was granted the opportunity to serve all UI faculty and staff with financial wellness education and services.
- Hills Bank provides three types of services to the University of Iowa faculty and staff.
 - One-on-one Financial Coaching
 - Programming on Financial topics
 - Library of Financial Well-Being articles, tools and resources

Website Resources

- <https://www.hillsbank.com/ui-financial-well-being>



One-on-One Coaching

Guidance from local experts on your personal finances.

[BOOK APPOINTMENT ▶](#)



Upcoming Events

Webinars and other financial education opportunities for individuals and businesses.

[LEARN MORE AND REGISTER ▶](#)



Webinars

Register for upcoming webinars, and explore our library for sessions designed to support your financial well-being.

[LEARN MORE ▶](#)



Resources

Explore our content library on personal finance, the home buying process, and more.

[LEARN MORE ▶](#)



Budget Worksheet

A monthly budget can help you reach your goals. Start yours with this interactive tool.

[LEARN MORE ▶](#)

Financial Well-Being Coaching 2025

- Partner with GreenPath
- 29 Trained Coaches
- Across 15 Branches
- 71 Appointments
 - 35 Virtual and 36 In Person
 - 14 at Iowa City South Gilbert branch
 - 11 at UIHC branch
 - 5 at Iowa City Downtown branch
 - 3 at Coralville branch
 - Rest at Iowa City Eastside, Marion and Cedar Rapids

2025 Survey Comments

- I felt very respected during my session as it wasn't about how bad I have been, it was focused on how I can go up from here.
- There was no judgement, and I felt like she genuinely cared about helping me with my situation.
- The staff was professional and friendly. I was worried that I would get a sales job or pressure to buy services, which I did not. It was a good use of my time.
- I already have recommended the program to others, most of whom didn't know it existed!

2025 Survey Comments

- This was such a positive experience for me, and while there aren't magic solutions of course, it gave me so much more hope than I'd been living with before, and my goals felt much more attainable. I didn't feel judged and was given so much room to make decisions for myself instead of feeling pressure into anything, while still having support.
- I was very nervous about connecting in this way; I'd used a previous financial wellbeing program that was extremely disheartening and left me feeling very judged and hopeless. This experience was the exact opposite of that, I left feeling optimistic about a situation that had only provided gloom before.

Program Highlights from 2025

- Presented to 50 program coordinators, representing 900 residents at UIHC, about the partnership and resources.
- Over 400 UI employees viewed the Financial Wellness Classes virtually.
- Trained 8 new UI Financial Well-Being Coaches in September.
- Promoted the partnership and resources at the Health and Wellness Fair in October.

What is next in 2026

- Increase survey responses
- Continue to train coaches
- Implement direct scheduling
- Financial Wellness Virtual Class Series:
 - Key Changes from the One Big Beautiful Bill Act – March 12, 2026
 - Smart Tax Strategies for Investors – June 11, 2026
 - Special Needs Trust – September 10, 2026
 - Economic and Market Review – December 10, 2026

Thank You!

