

Rhonda Ashburn, CFCS
Executive Director
AFSA Education Foundation

As Rhonda leads the AFSA Education Foundation, she is focused on the mission of educating consumers of all ages on personal finance concepts and helping them realize the benefits of responsible money management. These efforts are primarily through the free web-based personal finance curriculum MoneySKILL® available at www.moneyskill.org. To date, over 1 million users have been enrolled in the program, comprised of 37 different modules.

Rhonda is also responsible for two continuing education programs for mid-level and senior employees at AFSA member companies. The EDGE (Education, Development, Growth, and Enrichment) management program is conducted annually at Mercer University in Atlanta and the second leadership development opportunity is held at the University of North Carolina's Kenan-Flagler Business School.

Rhonda Ashburn has had many years of experiences working in the nonprofit arena. Most recently she was with the National Foundation for Credit Counseling® (NFCC®), the largest and longest-serving national nonprofit financial counseling organization in the United States. In 2014 Rhonda was honored to receive the NFCC Board Chair Making a Difference Award.

Prior to joining the NFCC, Rhonda spent nearly 24 years working for a career and technical student organization, Family, Career and Community Leaders of America (FCCLA). During her tenure at FCCLA she oversaw, administered, and managed 13 major programs including Financial Fitness, which focused on helping individuals learn to make, save, and spend their money wisely. In 2011 she received the FCCLA National Distinguished Service Award and in 2020 she received the FCCLA National Leadership Hall of Fame Award.

Although Rhonda has been working in the Washington, DC area for many years, she is originally from Oklahoma and completed her undergraduate degree at Oklahoma State University. In 2005 she received an executive certificate in Nonprofit Management from the Georgetown University Public Policy Institute. In 2019 she was honored to receive the OSU College of Human Sciences Distinguished Alumni Award.