



**FOR IMMEDIATE RELEASE**

Wednesday, Aug. 27, 2025

**CONTACTS**

[Allison Horn](#)

VP of Executive Communication and Legislative Affairs  
MSU Federal Credit Union  
517-333-2424, ext. 2401

[Lauren Bryne-Dunn](#)

Associate Commissioner/Senior Woman Administrator  
Michigan Intercollegiate Athletic Association  
734-707-1388

## **MIAA Partners with Collegiate to Empower Student-Athletes with Financial Literacy and Digital Banking Tools**

**EAST LANSING, Mich.** — The Michigan Intercollegiate Athletic Association (MIAA) today announced an official partnership with Collegiate, a digital banking platform created by MSU Federal Credit Union (MSUFCU). The collaboration will provide student-athletes across the nine MIAA member institutions with financial education resources and modern banking products designed to support them on the field, in the classroom, and in life.

“The MIAA has always been about more than competition — we’re committed to helping student-athletes grow in every part of their lives,” said Jason Horn, MIAA Commissioner. “Financial wellness is an important piece of that, and working with Collegiate gives our student-athletes tools they can carry well beyond graduation. As the nation’s first collegiate athletic conference, it’s another way we’re proud to lead in supporting their future.”

With Collegiate, MIAA students will gain access to no-fee accounts, personalized savings tools, and mobile-first features that make managing money simple and stress-free. The partnership also includes financial literacy programming developed by certified financial

educators, tailored to the unique challenges student-athletes face balancing academics, athletics, and life.

Through Collegiate, student-athletes will gain access to modern digital banking features designed to simplify money management and support long-term financial confidence.

### **Key Benefits for MIAA Student-Athletes**

- No monthly fees and simple digital banking.
- Savings accounts with built-in goal tracking.
- A Collegiate Visa® debit card with built-in pending insights to build healthy financial habits.
- Access to 30,000+ surcharge-free ATMs nationwide.
- All-in-one money app for spending, saving, and sending money.

“At MSUFCU, we believe financial empowerment is essential to success,” said April Clobes, President and CEO of MSUFCU. “Through Collegiate, we’re proud to support student-athletes across the MIAA with tools and resources that help them build strong financial foundations during their college years and beyond.”

The partnership will also include naming rights for select MIAA championships and on-site activations throughout the year. And because Collegiate is available to all students nationwide, the program extends its impact beyond athletics to benefit every student on MIAA campuses.

Collegiate for MIAA student-athletes is available now. To learn more, visit [collegiatecu.org/MIAA](https://collegiatecu.org/MIAA).

### **About the MIAA**

The Michigan Intercollegiate Athletic Association (MIAA), founded in 1888, is the oldest collegiate athletic conference in the nation. The MIAA is committed to the values of Division III athletics, emphasizing the balance of academics, athletics, and personal growth across its nine member institutions in Michigan and Indiana. Learn more at [miaa.org](https://miaa.org).

### **About Collegiate**

Collegiate is a digital banking platform created by MSU Federal Credit Union. Built to support students at every stage of their college journey, Collegiate offers simple, modern banking through a mobile-first platform. With access to no-fee checking and savings accounts, built-in spending insights, customizable goals, and financial literacy tools, Collegiate helps students build healthy money habits that last a lifetime. Learn more at [collegiatecu.org](https://collegiatecu.org).