



NSU graduate and author of new book brings message to students about managing money, using credit wisely

Echo Staff Report

As part of the Crack Da' Code Campus Tour, Sanyika Calloway Boyce spoke with more than three dozen students Sept. 17 inside the Student Union Ballroom.

Boyce, an author, financial fitness coach and do-it-yourself debt management counselor, will visit 10 cities nationwide to help educate and empower students with a unique message about financial literacy and responsibility.

"What every college student should know about money, love and the dream job...was basically born out of my story. I like to say my mess is my message," said Boyce, who graduated from NSU in 1994 with a bachelor's degree in communications.

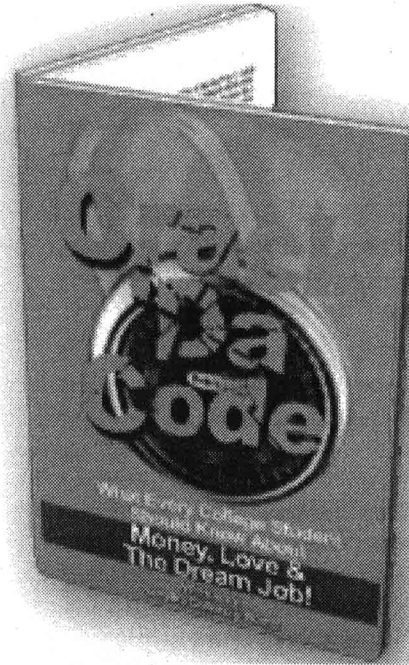
Although she rushed to finish school so she could enter the job market before many of her classmates, she did not use credit responsibly.

"I realized, unfortunately, because I had not been financially responsible, that it led me down a path that I wasn't prepared for," she said. "I didn't realize that credit checks were being done, and that a lot of the reasons I wasn't getting the jobs that I thought I deserved was because I wasn't credit worthy."

Boyce, who was invited to speak at NSU by the Student Government Association, has been working as a senior manager in the marketing and programming department for Showtime. Some of the network's shows include Soul Food, Queer as Folk and Resurrection Boulevard.

Author of *Crack Da' Code*, *What Every College*

Should Know about Money, Love and the Dream Job, Boyce already has visited South Carolina State University, St. Augustine College, Livingstone College, Winston-Salem State University, Hampton University, Howard University, Bowie State



University, Virginia State University, North Carolina A&T University, among others.

Boyce's book is expected to be released in Spring 2003. As with her presentations, the book is poised to help young adults understand money and credit, as well as life during college. Her advice is aimed at helping college students avoid some of the traps and landmines that caused her

problems early in her career.

"Just as Norfolk State got your report cards from your high school to find out what kind of student you were, companies, whether it be potential employers or insurance companies, anything that is public record can potentially be fair game for your credit report," she said. "Understand that you are not operating in this world where you're

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Boyce said efforts by sponsors enable her to spread her message nationwide.

"Actually, this is a grassroots effort. The sponsors that have been able to participate by way of premium contributions are MCA Records, Young Money Magazine and ESPN," she said.

For more information about the Crack Da' Code Tour or to ask questions about credit, contact Sanyika Calloway Boyce at (212) 978-9638, or e-mail her at info@sanyikaboyce.com.