

# **Financial Literacy: Partnerships and Pivoting to Virtual Programming during a Pandemic**

January 28, 2021

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**JOHNSON COUNTY**  
KANSAS

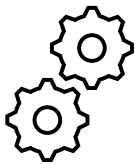
**Library**



# Welcome!



Please type your **questions in the Chat**; make sure to select “All Panelists and Attendees”



Please post **technical issues in the Q&A box**



We will be recording this session and will send out a link within 48 hours.



You can also find it (and many more) on **ProgrammingLibrarian.org** under “Learning”



# Thanks to Our Sponsor

This webinar is part of a series created by ALA's Financial Literacy Interest Group and sponsored by the FINRA Investor Education Foundation



**Emily Mross**  
**Business Librarian**  
**Penn State Harrisburg**



# RUSA Financial Literacy Interest Group

A group for librarians in any type of library who are interested in financial literacy resources for their patrons

- Join us via ALA Connect; typically hold meetings at Midwinter and Annual
- Join our mailing list for updates. Email [\*\*ELM43@psu.edu\*\*](mailto:ELM43@psu.edu) to be added



# Programs

## Bi-monthly webinars

- Free webinars for FLIG members and interested librarians
- Notifications sent via the email list and ALA Connect

## Programming Librarian Blog

- Monthly series at [programminglibrarian.org](http://programminglibrarian.org)

## Conference Programs

- Generally have meetings at ALA Midwinter and Annual with a featured speaker
- Stay tuned for details in light of virtual shift



Marty Johannes  
Careers &  
Personal Finance  
Librarian



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JOHNSON COUNTY  
KANSAS

Library



# Question for You

How would you categorize your experience providing financial literacy programming?

- Beginning
- Intermediate
- Advanced

[Please type your response in the Chat]





# Careers & Finance Team

- Consists of Information Specialists from throughout our library system
- Our mission is to enrich the lives of our community members by supporting job seekers and promoting financial literacy.



# Careers & Finance Team

- Stay up-to-date on resources
- Maintain the Career Planning & Jobs and the Personal Finance webpages
- Maintain Career & Finance Boards/ Binders
- Provide content for monthly Career & Finance eNewsletter
- Coordinate & promote programs
- Nurture community partnerships



# Careers & Finance Programs

## Program topics:

- Resumes
- Networking / LinkedIn
- Interviewing
- Job Search
- Budgeting
- FAFSA
- Medicare





Search



Johnson County Library



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# Community Partnerships

- Workforce Partnership
- Women's Employment Network
- Society of Human Resource Management – Johnson County
- Catholic Charities
- AARP Kansas Tax-Aide
- MoneySmart KC



# Question for You

Who do you partner with?

[Please share your response in the Chat]



# Women & Money





Housing and Credit Counseling Inc

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# Women & Money

Developed by and for women



# HCCI's Responsibilities

- Obtaining grants and sponsors
- Coordinating with agencies/staff presenters
- Developing promotional materials
- Creating a handbook
- Coordinating, paying for food and beverages
- Creating, tabulating evaluations
- Creating a summary report of the series.

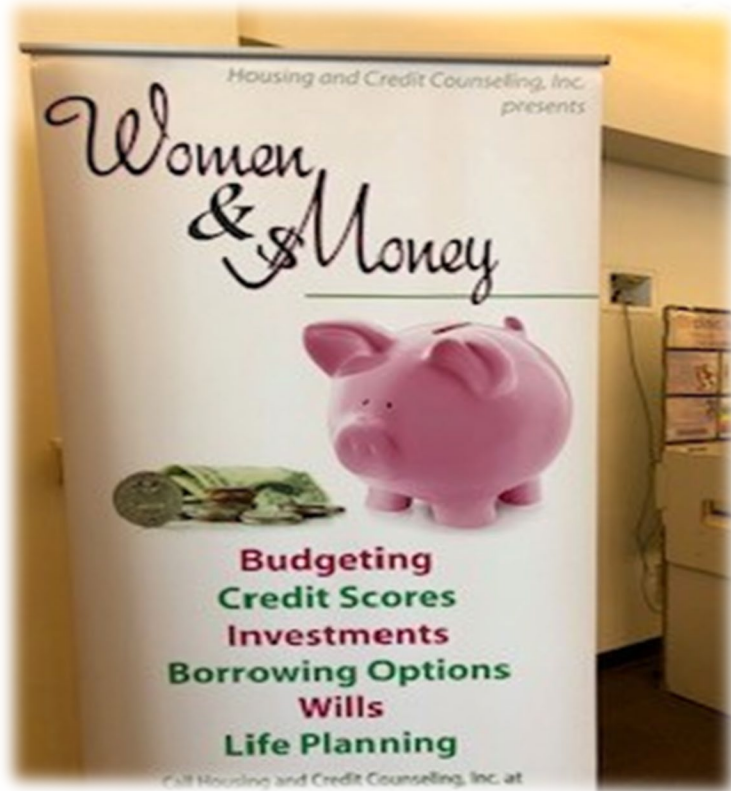


# JCL's Responsibilities:

- Providing the Meeting Room(s) and AV support
- Promoting the series through our channels
- Maintaining registration/ Sending reminders
- Creating displays of library materials
- Providing staff and volunteers



# Women & Money Classes



- Budgeting
- Credit Reports/ Scores
- Banking /Borrowing
- Investing
- Wills & Powers of Attorney
- Insurance



# Women & Money Presenters

- Budgeting HCCI Credit Counselor
- Credit Reports /Scores HCCI Credit Counselor
- Banking/Lending KS Bank Commissioner
- Investing KS Securities Commissioner
- Insurance KS Insurance Commissioner
- Wills & Powers of Attorney KS Legal Services Attorney



# Series /Partnership Have Evolved

Lynne Crabtree

HCCI

Grant Writer &  
Communications  
Manager



# Evolution of Women & Money

- 2014-2017 – series of 6-7 evening classes
- 2017 – panel discussion kick-off
- 2018 – Women & Money Day w/ Mary Hunt



# Women & Money Day 2018

## Keynote Speaker: Mary Hunt



- Author of 23 personal finance books, including “Debt Proof Living”
- Evaluation comment: “Life changing. Dynamic & dramatic presentation that was perfect timing for me! Thanks!”





# Women & Money Day 2019

## Keynote Speaker: Helaine Olen



# Women & Money Day 2019

## Afternoon Sessions

Modern  
Money: Apps  
for That

Rent vs. Own:  
Pros and Cons

Credit Scores  
& Reports

Why Insurance  
is a “Must  
Have” Expense

Investing: Your  
Money, Your  
Style

Banking Fraud

Wills & End-  
of-Life  
Planning

College &  
Career  
Planning

Are You Work  
Ready?



# Women & Money Day 2019

## Comments

- “I’m less afraid of money now. Ready to jump in and learn more!”
- “Enjoyable to be among women who care about managing their money.”
- “Loved this program. Had a great day of learning. Keep doing this.”
- “This is the 4<sup>th</sup> year I’ve attended. Each year I learn something new. I’ve saved hundreds of dollars, maybe more, by following up on the information provided.”



# Evolution of Women & Money

- 2014-2017 – series of 6-7 evening classes
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- 2018 – Women & Money Day w/ Mary Hunt
- 2019 – Women & Money Day w/ Helaine Olen
- 2020 – ~~Women & Money Day~~ COVID-19 ☹️



# women & Money Mondays



# WoMen & Money 2020-21

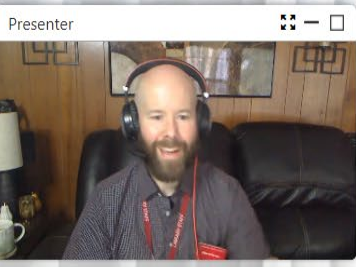
## Revised Schedule

- Oct 3<sup>rd</sup> – Kick-off Presentation

### **Money Mondays:**

- Oct 5<sup>th</sup> – Investing/Investment Scams
- Oct 19<sup>th</sup> – Insurance
- Oct 26<sup>th</sup> – Credit Reports & Scores
- Nov 30<sup>th</sup> – Budgeting & Saving
- Jan- May 2021 – Monthly webinars





Q&A

recommendation to keep those copies in secure a location, such as a fire safe.

Enter your question \*

Submit

Presentation

# Women & Money

Speaker Bio

**Carol Kando-Pineda**  
Counsel, Division of Business & Consumer Education  
Federal Trade Commission

Carol Kando-Pineda leads teams to create and distribute free consumer tips – online, in print, by video, and on social media – to help people spot scams and manage their money well. She heads up the agency's outreach through public libraries, as well as the Military Consumer partnership. Carol began her FTC career as a staff attorney, then served for several years as a liaison between the FTC and the U.S. Congress. Subsequently, she served on temporary assignment as an attorney for the U.S. House of Representatives' Committee on Energy and Commerce. She earned her A.B. from Harvard College and her M.P. from the University of...

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POWERED BY ON24



# WoMen & Money

Saturday, October 3<sup>rd</sup>, 2020

## **Carol Kando-Pineda**

Counsel

Division of Consumer &  
Business Education

Federal Trade Commission

## **How to Spot & Stop Scams**





# Money Mondays 2020 Webinars

- 10/5 Investing/Investment Fraud [17]
- 10/19 Insurance [29]
- 10/26 Credit Reports and Scores [34]
- 11/30 Budgeting & Saving [46]



# Money Mondays 2021 Webinars

- 1/25 Let's Get out of Debt
- 2/22 Banking Basics
- 3/29 Tips for Renter/ KS Landlord & Tenant Law
- 4/26 Budgeting for an Irregular Income
- 5/24 Modern Money Apps



# Challenges

- Promoting during a Pandemic
- Registration vs. Attendance
- New Events Calendar Issue
- Time of Webinars – 6-7 pm
- Rescheduled Kansas City Chiefs' games!
- New On24 Platform – Learning Curve; Limitations



# Silver Linings

- Make it more inclusive
- Record and archive programs
- Extend reach beyond the live program time
- Extend reach beyond in-person attendees
- Extend reach beyond the metro area
- Promote throughout the Kansas Library System
- Promote HCCI's free counseling services



# Evolution of the Series – What's Next?

- 2014-2017 – series of 6-7 evening classes
- 2017 – panel discussion kick-off
- 2018 – Women & Money Day w/ Mary Hunt
- 2019 – Women & Money Day w/ Helaine Olen
- 2020 – ~~Women & Money Day~~ COVID-19 ☹️
- 2020/21 – WoMen & Money /  
Money Mondays 😊
- 2021 - ???



# Questions?

## Questions for You

- What has been most challenging about pivoting to remote programming?
- What is the most popular topic for your financial literacy programs?

[Please share your response in the Chat]

