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

January 28, 2021
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](https://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 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

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

HCCI Credit Counselor
HCCI Credit Counselor
KS Bank Commissioner
KS Securities Commissioner
KS Insurance Commissioner
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

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<th>Pink</th>
<th>Blue</th>
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<td>Modern Money: Apps for That</td>
<td>Rent vs. Own: Pros and Cons</td>
<td>Credit Scores &amp; Reports</td>
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<td>Why Insurance is a “Must Have” Expense</td>
<td>Investing: Your Money, Your Style</td>
<td>Banking Fraud</td>
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<td>Wills &amp; End-of-Life Planning</td>
<td>College &amp; Career Planning</td>
<td>Are You Work Ready?</td>
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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 4th 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
• 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 😞
Women & Money Mondays
WoMen & Money 2020-21
Revised Schedule

• Oct 3rd – Kick-off Presentation

Money Mondays:
• Oct 5th – Investing/Investment Scams
• Oct 19th – Insurance
• Oct 26th – Credit Reports & Scores
• Nov 30th – Budgeting & Saving
• Jan- May 2021 – Monthly webinars
Women & Money

HCCI

JOHNSON COUNTY
Library

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 J.D. from Stanford University.
WoMen & Money
Saturday, October 3rd, 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]