



Money Matters

Financial Programs For Public Libraries

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LibraryCynthia.....I've got answers!

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10 + Years Experience as a
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Bloomberg News and Dow
Jones Indexes

2011 NJLA Battledecks
Champion





Today's Agenda



Why Financial Programs?



Getting Started/The Basics



Three Types of Programs

Passive / Single Event / Series



Q&A



Money Matters: Why Finance Programs?



Every community can benefit !

Promotion of expensive, underused resources!

Can be done *VERY* economically!



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Money Matters: Why Finance Programs?



***Decision makers
and stakeholders
love them!***





Money Matters: Hurdles to Overcome!



- **FEAR**

- **FROUGHT WITH PERIL**

- Advice
- Sales Pitches
- And Bears
- Oh My!





Money Matters: You Can Do It!



I don't know enough!

You don't have to...

This is **what we do best**—locate, evaluate,
instruct, facilitate!

Oh My!

Staff Led Programs
Provide alternatives

.com is always a sales pitch



Money Matters: Getting Started!



Teach Them to Fish!

Focus on Introduction,
Instruction, and Evaluation...

Make It Relevant

Calendar Tie-Ins
Themed
Topical/Current





Money Matters: Getting Started!



Don't reinvent the wheel!

Many have come before you,
Plenty of support and
resources available.

Branding...

Don't underestimate this
Great way to build an
audience!

Money Matters / Dollars & \$ense /
Financial Futures / Money@yourlib





Money Matters: Getting Started!

More Than Just Investing!



Budgets

Organizing Important Papers

Creating a Savings Plan

Understanding Credit

Consumer Rights

Insurance

Identity Theft



Money Matters:

Three Types of Programming



Passive



Single Event



Series



Passive Programs...



Bulletin Boards
Posters
Take-Away Items
Survey Says!
Book Displays
Screen Casts
Social Media

A Terrific Place to Start...

Passive Programs...

Focus on Introduction, Access, and Training



We have the right stuff!

Resources for All Levels

Home Access

Variety of Topics

Cross Promote!



Passive Programs...

We Have the Right Stuff!



Focus on Introduction

Ask the patron to do something
See the librarian
Send an e-mail
Answer a Question

**This is the perfect way to learn about your audience
needs and interests...**



Single Events

The logical next step!



PowerPoint Presentations

Tech Class on Microsoft
Templates

Book Groups

Movie Screenings

Class on using Resources

Morningstar Online?



Single Events: Using Professionals



There are plenty of professionals who want to promote financial literacy

They understand the no sales pitch / no advice situation

- www.moneymattersnj.com
 - NJ Society of CPA Podcasts - Try a listening party!
- <http://www.fpanet.org/>
 - Excellent Resource to Present





Multiple Meeting Events



These are difficult to do!
“If you build it, will they come?”



Stock Market Clubs
On-line College Lectures
Book Clubs
Professional Lecture Series



Multiple Meeting Events



Build on What You Have Done

Create Partnerships with Professionals

Utilize *Your Brand* for Publicity

Use Passive Materials to Promote Events



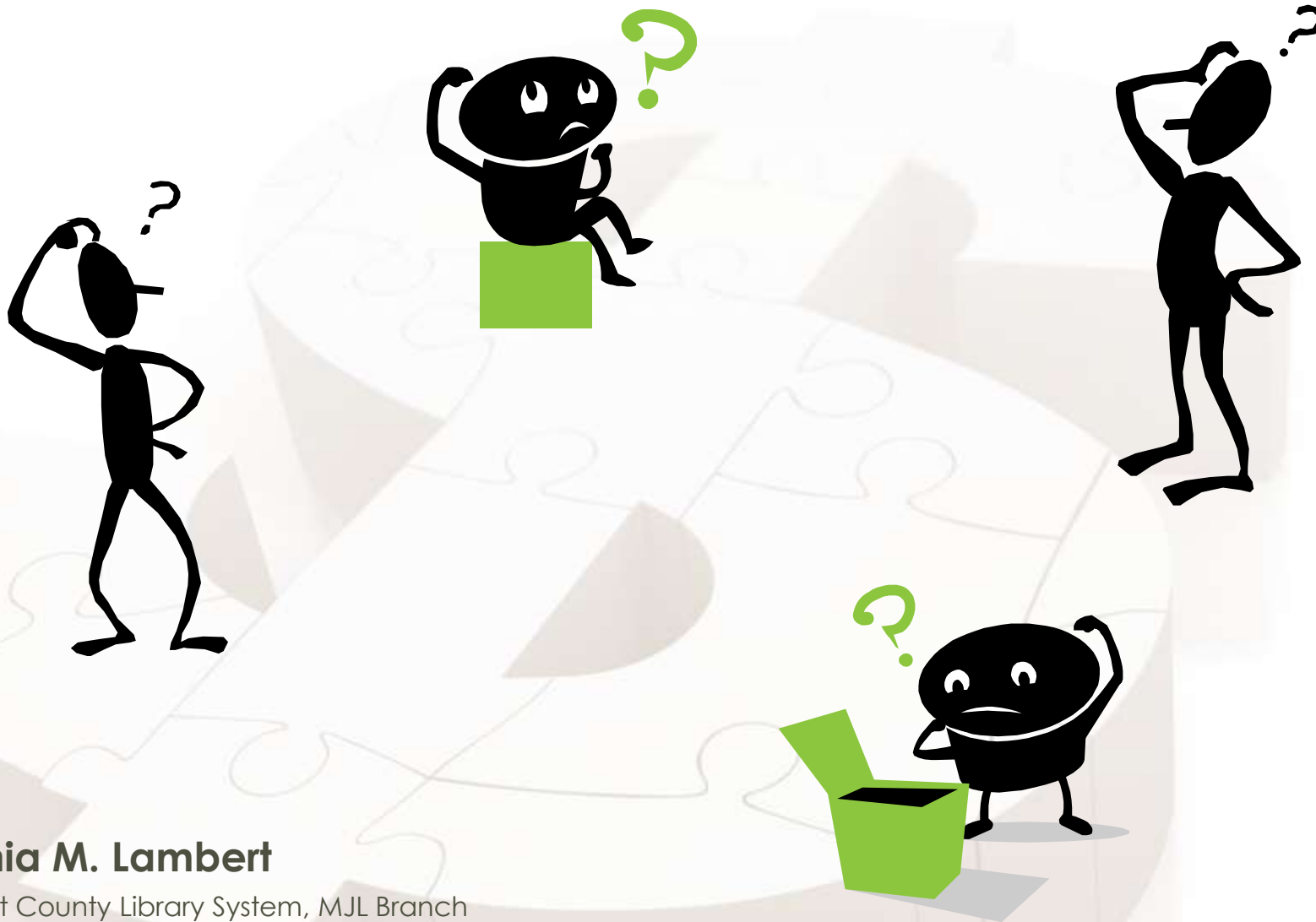
Don't Reinvent The Wheel

Open Yale

Harvard @ Home

StockMarketGame.org

Extension.org



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