

San Diego Public Library

Financial Literacy Programming

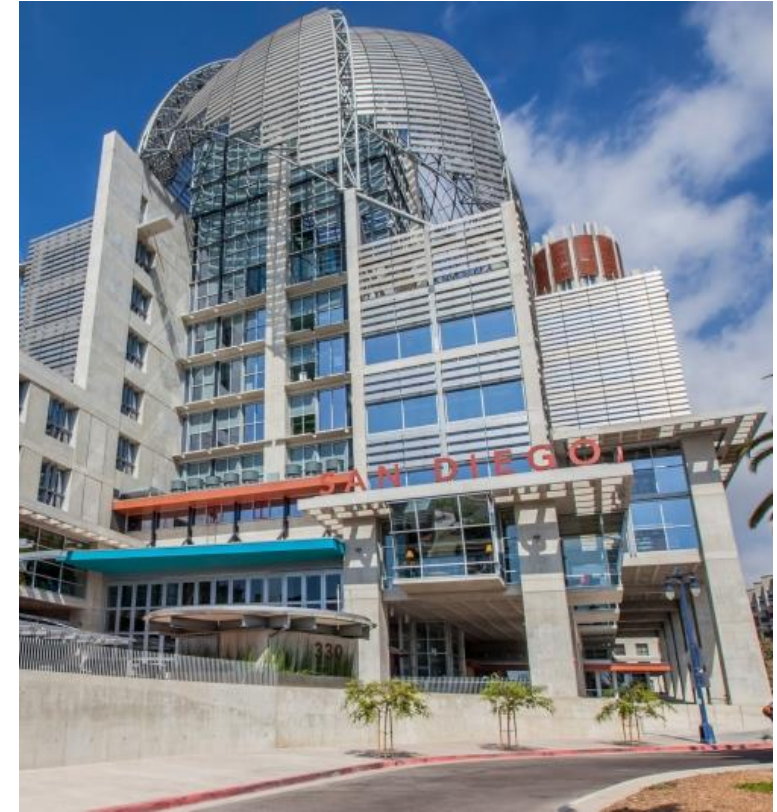
About SDPL

Who we are

Mission: To inspire lifelong learning through connections to knowledge and each other.

Vision: THE place for Opportunity, Discovery and Inspiration

- 36 Branch Libraries and 1 Central Library
- With 6.6 million visitors, the Library is the largest cultural institution in San Diego that offers FREE programming.
- More than 1.3 million residents, encompasses an area of 342 square miles.
- More than 5.3 million books, including e-books and audio-visual materials
- 1.6 million government documents
- More than 265,295 books in 25 languages other than English



Financial Literacy

Identify Areas of Need

- Little or no formalized financial education for children and teens
- Transitional military populations and their families
- Older adult communities
- Spanish speaking and diverse communities
- At risk youth



Financial Literacy

SDPL's Brief History

- smartinvesting@yourlibrary (2013-present)
Financial Literacy grant *sponsored by a partnership between ALA and the FINRA Education Foundation*
- CFPB Librarian Conference (September, 2016)
- Thinking Money Exhibit (May 27-June 24, 2017)
- Money as You Grow (August 27, 2017)



A partnership between the American Library Association
and the FINRA Investor Education Foundation.



Consumer Financial
Protection Bureau



Smartinvesting@yourlibrary

- Financial webpage
- Financial Literacy classes
- PSAs by e3 Civic High School Students
- Financial Fitness Guide for Kids and Teens
- Summer is for Savings and FUNancial Festivals
- Financial Librarian Reference Resources
- Big Bank interactive learning exhibits
- CFPB Librarian Conference
- *Thinking Money* exhibit



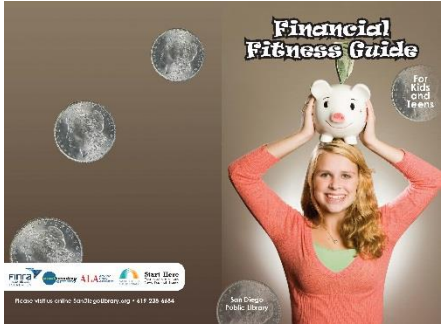
Smartinvesting@yourlibrary

Partnerships



Smartinvesting@yourlibrary

Program photos



CFPB Librarian Conference

Resources for Staff

- Fraud Prevention
- Medicare and Social Security
- Credit 101
- Paying for College
- Resources for Special Populations
- Pro Bono Financial Planning



Consumer Financial
Protection Bureau



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CFPB Librarian Conference

Feedback

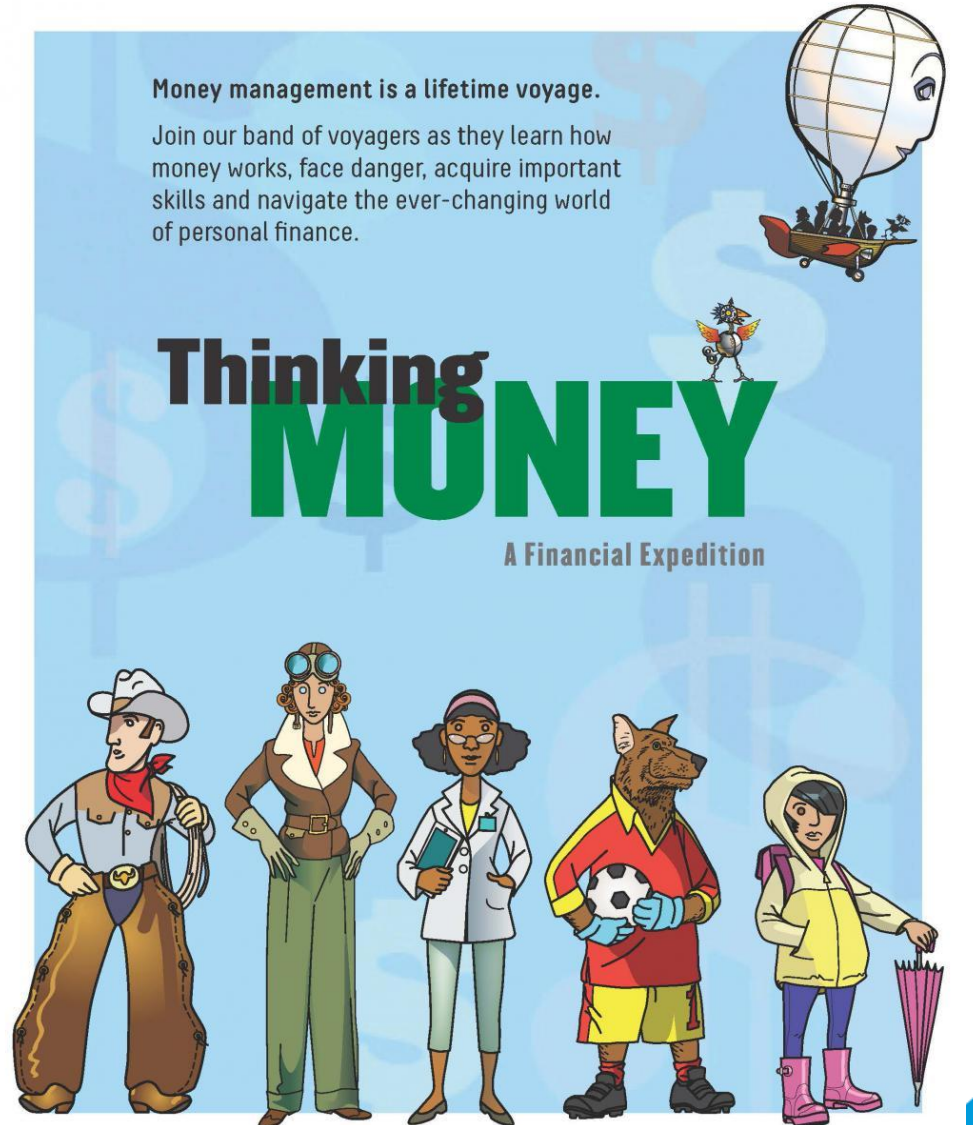


Thinking Money

A Financial Traveling Exhibit

Thinking Money was created by the FINRA Investor Education Foundation in partnership with the American Library Association (ALA) Public Programs Office.

- Kick off party
- Workshops and classes
- Escape Room Challenge
- Promotion
- Partners
- Feedback (patrons and staff)



Thinking Money

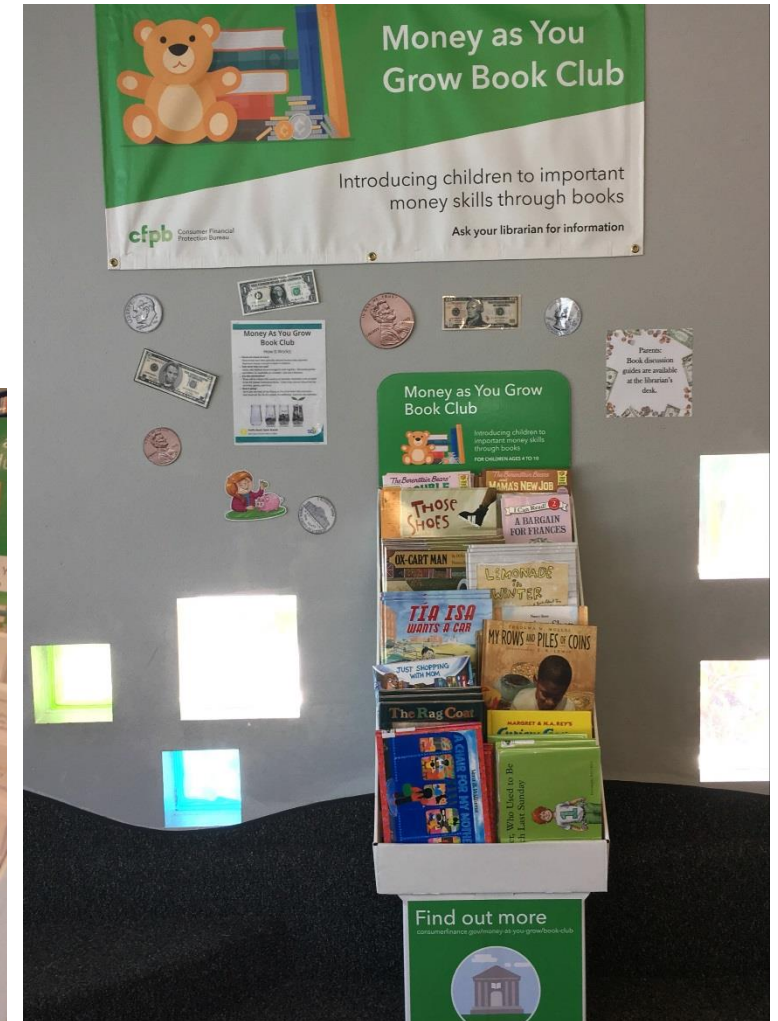
Program Photos



Money As You Grow

Implementation

- 10 San Diego Branch Libraries
- One Month
- Promotion
- Storytimes
- Raffles
- Displays



Money As You Grow

Takeaways

- Surveys
- Feedback (parents and staff)
- Collection Development
- Book Lists
- Testimonials
- Future Programming



Please share your thoughts by completing the survey below. Fill in the cents to show how much you agree with each statement.

The materials were easy to use:



The materials were appropriate:



The program was fun and educational:



Need more family financial programs:



Additional comments/suggestions:



Contact information (optional):



Resources

Financial Resources for Librarians

- Smart Investing@your library <http://smartinvesting.ala.org/staff-training/>
- CFPB <https://www.consumerfinance.gov/practitioner-resources/library-resources/librarian-training/>
- FINRA <http://www.finra.org/industry/online-learning>
- FINRA Investor Education Foundation <https://www.finrafoundation.org/resources/education/index.html>
- Department of Business Oversight <http://www.dbo.ca.gov/Resources/default.asp>
- FINRA Fellow Program <https://www.saveandinvest.org/military/military-spouse-fellowship-program>
- San Diego Public Library/e3 Civic High School PSAs: <https://www.youtube.com/user/ALAsmartinvesting>





Thank you!

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