

October 6, 2017

**Financial Education
Estes Park, Colorado and Beyond**

2010 – 2017



Kurtis Kelly, Project Principal
Marsha Yelick, Curriculum Consultant
Margaret Monsour,
National Program Director FINRA
Claudine Perrault: EVPLD Director

The GREAT RECESSION of 2008

Change in Real GDP

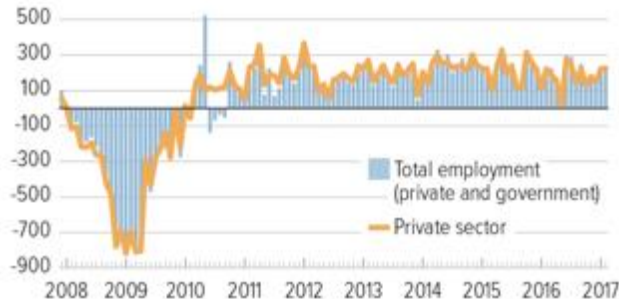
Percent change at annual rate (seasonally adjusted)



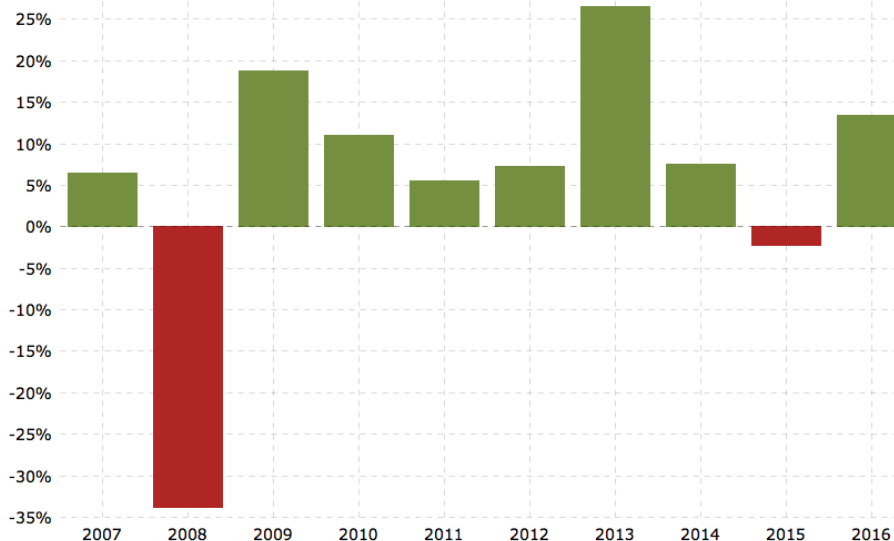
Source: Bureau of Economic Analysis.

Monthly Change in Nonfarm Employment

In thousands (seasonally adjusted)



Source: Bureau of Labor Statistics.



BUDGET AND POLICY PRIORITIES | CBPP.ORG

From the Lessons of the Recession



Consumer Financial
Protection Bureau

July 2010

2003





The Studies show the **NEED is REAL!**

1. U.S. ranked 14th in financial literacy.
 2. Only 57% have a passing grade on basic concepts test.
-

1. 47% of respondents don't have \$400 for an emergency.
2. Half of retirees have less than \$50,000 of financial assets to last 30+ years.

Three Grants from FINRA

Grant 1: 2010 – 2011 \$ 62,203
Grant 2: 2012 – 2015 \$ 65,263
Grant 3: 2016 – 2017 \$149,930
~ \$275,000+



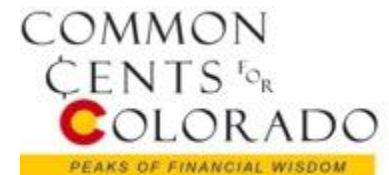
Thousands of Education Hours



2010 – 2011 **2,805**

2012 – 2015 **2,122**

2015 – 2017
(**4,500** so far at
16 CO Libraries)



Kurtis Kelly: Project Principal (long time librarian)

Marsha Yelick: Curriculum Consultant (CFA, Retired)



FUN & SIMPLE



The Terrain seems COMPLICATED

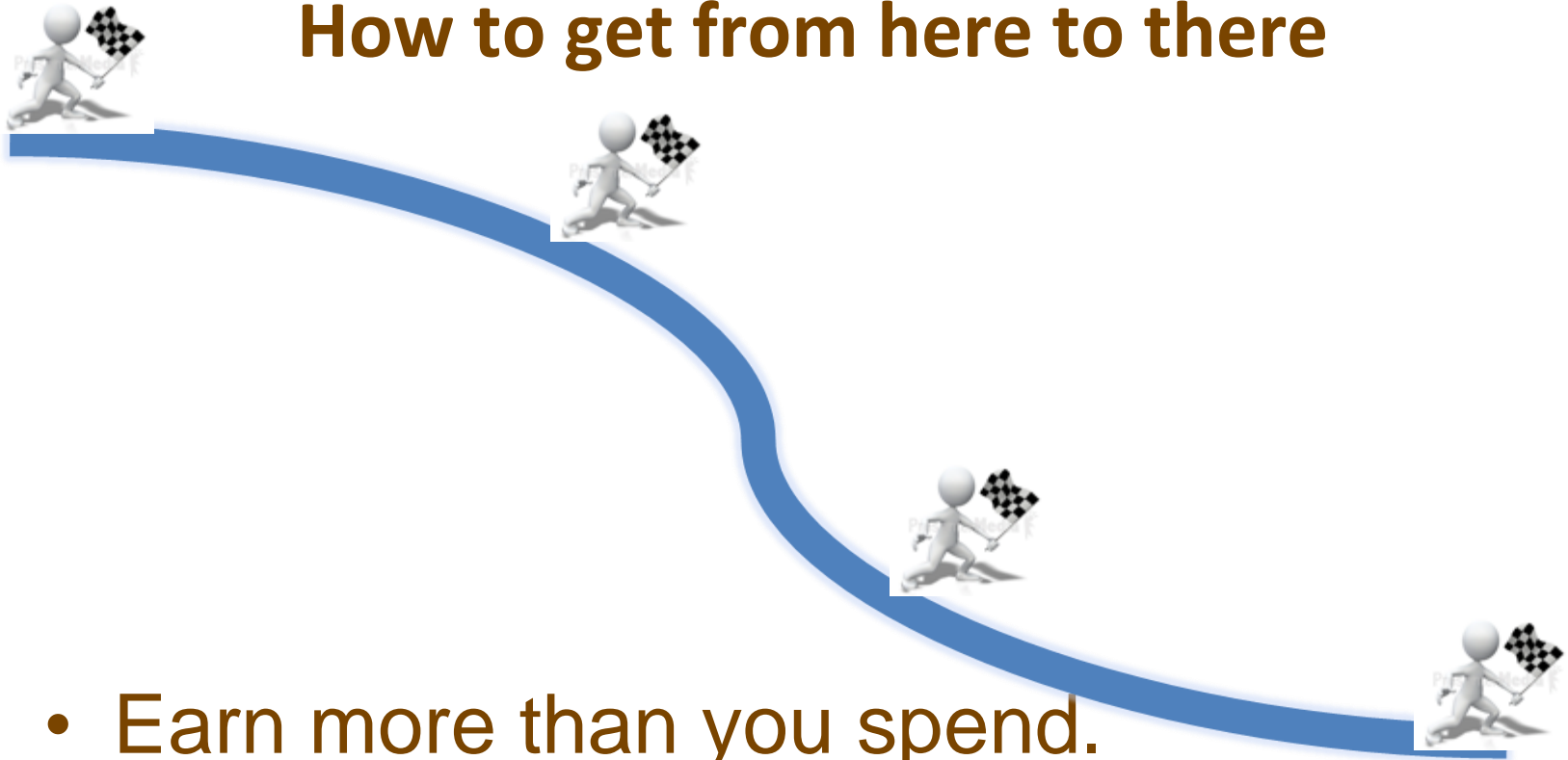


The Financial Landscape of our World

- very complex
- always changing and under construction
- viewed differently, depending on age and circumstance
- dangerous if you don't know what you are doing

Is it Teachable?

How to get from here to there



- Earn more than you spend.
 - Save the rest.
 - Invest for the future.
- Enjoy what you can afford.

Five-part Basic Financial Education on DVDs

Everything you need to know to manage your own personal financial affairs.



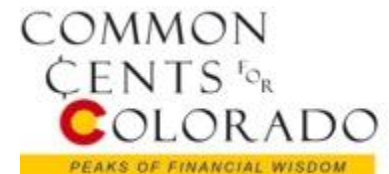
Session 1: Goal Setting and Financial Planning

Session 2: Key Investment Concepts

Session 3: Retirement Savings Vehicles

Session 4: Common Investment Types

Session 5: Managing Money During Retirement



Five-part Basic Financial Education



From 20s

From 60s



Customized....

16 Libraries = 16 Unique Programs

Drawing on Strengths!

Children



Summer Reading

Coupons



Seniors



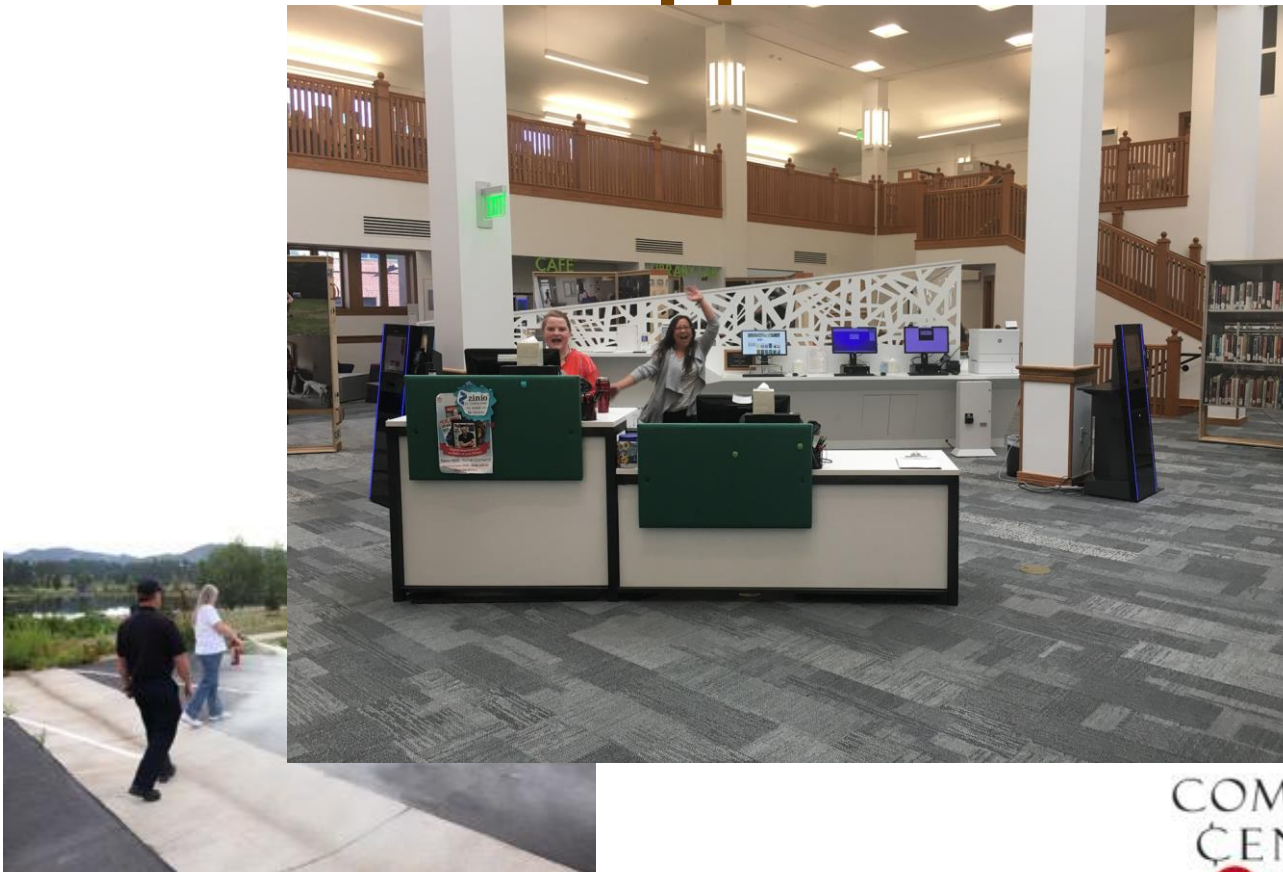
Cooking



COMMON
CENTS^{FOR}
COLORADO
PEAKS OF FINANCIAL WISDOM

What's Required?

A Willing, Enthusiastic, Innovative LIBRARY DIRECTOR AND Supportive Staff



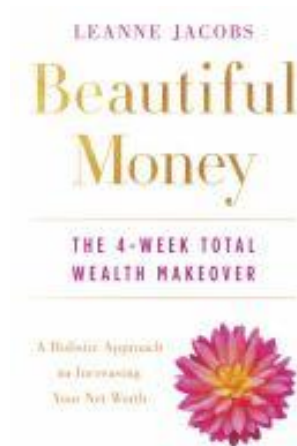


Eating Well on \$6 a Day
with two grocery stores
and an RDN

Our Financial Book Club is a **SUPPORT GROUP** that meets monthly!!



Our June selection turned into a 4-Week
Total Wealth Makeover



At our Last Financial Book Club

We gave our participants ONE MILLION DOLLARS to invest as they choose!

They pick their goal, risk tolerance and pick stocks. Each virtual portfolio is input in Google Finance and we will track the progress of each over time based on our goals and risk tolerance.

We want to ENCOURAGE and EMPOWER our participants to take control of their finance, spending and investing!

Making Money Last In Retirement

In November, we will host lunch-time presentations to cover

- **Social Security**
- **Medicare/Medicaid**
- **Reverse Mortgage**
- **Eldercare Law**
- **Avoiding Financial Fraud**
- **LT Care Insurance**
- **Annuities**
- **Financial Planners**

What's Required?

One (or more), LONG-TERM dedicated staff (or volunteer)



Many Potential PARTNERS

**FOOD BANKS MUNICIPAL GOVERNMENT EMPLOYERS CULTURAL CENTERS
CHURCHES SENIOR CENTER SCHOOLS REC CENTER NONPROFITS
NATIONAL PARKS STATE PARKS POLICE DEPARTMENT SCHOOLS
DAY CARE HOUSING AUTHORITY
ROTARY, ELKS, AMERICAN LEGION, P.E.O., LIONS, QUOTA CLUB, MOOSE,
OPTIMISTS, TOAST MASTERS, KIWANIS, VETERANS, KNIGHTS OF COLUMBUS...**



What's Required?

A Monthly Minimum Report

(given to someone who cares!)

Our monthly (ONE PAGE) report:

Basic seminars –

OF SESSIONS & attendees

Other appearances –

OF SESSIONS & attendees

Marketing (articles, etc.)

Individual assistance #s

Circulation of 332.xxx

Success stories

The image shows a form titled "COMMON CENTS FOR COLORADO Monthly Report". The form includes the following sections:

- Name of reporting library: _____
- Name of individual completing report: _____
- For the Month of _____
- A. Basic financial seminars held and number of attendees:
 - Goal Setting and Financial Planning _____
 - Key Investment Concepts _____
 - Retirement Saving Vehicles _____
 - Common Investment Types _____
 - Managing Money During Retirement _____
- B. Other specialized seminars/appearances held and number of attendees: (Book Clubs, Circulation numbers, civic presentations, etc.)

- C. Newspaper articles published and/or educational material distributed:
 - Newspaper articles: dates _____ topics _____
 - Brochures/pamphlets/handouts: dates _____ topics _____
 - Other marketing strategies used: _____ topic _____
- D. Number of individual assistance sessions: _____
- E. Number of patron emails/phone calls/walk-ins, casual questions, etc. _____
- F. Other: _____
Any special success stories, feedback received, or issues encountered?
(Include "Evaluation summary" here.)

What's Required?

Materials, Ideas, Support

Build on what's available



Materials, Ideas, Support

Real People to call or email

Kurtis Kelly: Project Principal (long time librarian and actor)

kurtis@kurtiskelly.com 970-586-8116 EXT 833

Marsha Yelick: Curriculum Consultant (CFA, Retired)

myelick@estesvalleylibrary.org

970-586-8116 EXT 831

Monthly Webinars






Financial topics and teaching pointers









Ready-to-present: Seminars and articles












All the information currently available to our 16 participating libraries through our DropBox Link. (email us for the link)



Materials, Ideas, Support

-  Seminar 1
-  Seminar 2
-  Seminar 3
-  Seminar 4
-  Seminar 5

-  FAQ - Seminar 1
-  Handout - Seminar 1
-  Instructor's Guide - Seminar 1
-  Post Test - Seminar 1
-  PowerPoint- Seminar 1
-  Pre Test - Seminar 1
-  Script - Seminar 1
-  Video Session 1

-  Change in Your Pocket
-  Creating a Paper Trail
-  Eating Well on \$6 a Day
-  Holiday Spending
-  Identity Theft - High School
-  Identity Theft - Seniors
-  Money Matter I & II
-  Money Tips from a Pizza
-  So You Want to Buy Your Own Home
-  Start with a Fresh Page
-  Ten Simple Things
-  Women & Money

Our Superb DropBox

CLiC

Website

Hosted by the Colorado State Library



GETTING STARTED
CONTACT US

12 RULES OF THUMB

FIVE PROVEN STRATEGIES

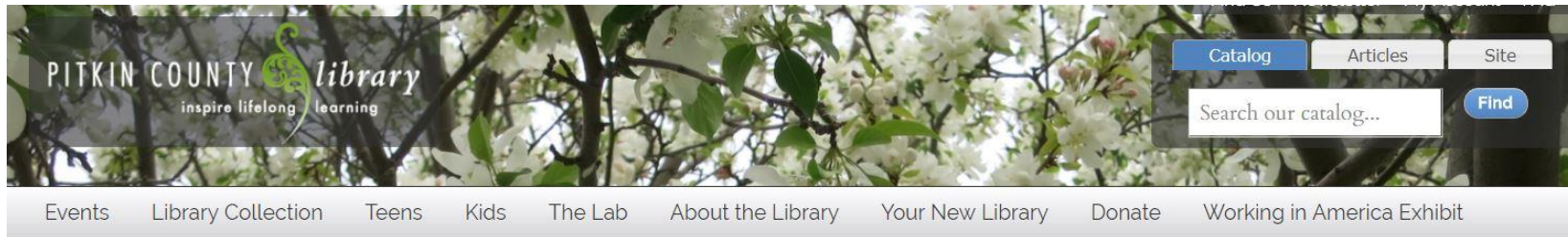
REAP THE REWARDS



ADDITIONAL RESOURCES

- Trusted Websites
- Topics of Interest
 - The Gift of Compound Interest
 - The 4% Rule for Retirees
 - Savings? Is it Guaranteed?
 - The Glitter of Gold
 - Why Invest in Bonds?
 - Are Americans Saving Enough?
- Participating Libraries
- "Reads" to Riches
- Resources for Librarians
- Goal-Setting & Financial Planning Handout (PDF)

Your Website



Common Cents for Colorado, our Financial Literacy Program



Pitkin County Library was selected as one of only thirteen Colorado libraries (out of 115) to implement a financial literacy initiative developed right here in Colorado. It's called Common Cents for Colorado.

Coming in October 2017, there will be five one-hour classes on financial information. Attend these free and informative classes and you'll be on your way with clear direction for a successful financial future.

Studies have shown that taking time once a year to consider personal financial goals is a "must-do" task in the creation of financial security. The Common Cents for Colorado program gives participants the chance to do just that - reviewing classic, time-tested methods for building a solid financial future. In addition, cold weather and less hours of sunlight give more "desk time" to complete any needed tasks. The upcoming tax season always requires a review of last year's records anyway, so get a head start with these classes. It's a great time for good intentions - bringing some new order and productivity to your financial life.



What's Required?

Your Resources

The screenshot shows the Pitkin County Library website. The header features the library logo with the tagline "inspire lifelong learning" and a search bar with "Catalog", "Articles", and "Site" tabs. A navigation menu includes "Events", "Library Collection", "Teens", "Kids", "The Lab", "About the Library", "Your New Library", "Donate", and "Working in America Exhibit".

Library Collection

- Specialized Online Research
- Download & Stream
- Music
- Search the Catalog
- Recommended Reading

Library Collection

- Specialized Online Research
- Download & Stream

Library Collection Investments and Finance Resources

Audience **Resource Type**
- Any - - Any - [Apply](#)

Common Cents for Colorado
Studies have shown that taking time once a year to consider personal financial goals is a "must-do" task in the creation of financial security. The Common Cents for Colorado program gives participants the chance to do just that - reviewing classic...
[Launch](#) [More Information](#)

Morningstar Investment Research Center
Available with your library card. Financial data for stocks, mutual funds, ETFs and investment indexes. Tools to assess portfolios and investments are included. To access inside the library click here / outside the library click here.
[More Information](#)

What's Required?

THE LINK!!!

<http://commoncents.cvl/sites.org/>

More Resources

- CFPB.org Consumer Financial Protection Bureau
- Smartinvesting.ala.org Staff Training!!
- Investor.gov
- NEFE.org National Endowment for Financial Education
- SEC.gov Securities and Exchange Commission

“We have ALL made changes in our personal lives and finances.”

(Seminar participants and librarians.)



Common Cents for Colorado Summit:
October 2015

Thanks for attending!



**BE MONEY SMART
FOR LIFE**