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)

Fourth quarter 2008: Financial stabilization (TARP)

Monthly Change in Nonfarm Employment
In thousands (seasonally adjusted)

Source: Bureau of Economic Analysis.

From the Lessons of the Recession

July 2010

CFPB

Consumer Financial Protection Bureau

FINRA

Investor Education Foundation

History

2003
The Studies show the NEED is REAL!

1. U.S. ranked 14\textsuperscript{th} 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)

Approach is Different

FUN & SIMPLE

COMMON CENTS FOR COLORADO PEAKS OF FINANCIAL WISDOM
The Terrain seems COMPLICATED

Is it Teachable?

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
How to get from here to there

Is it Teachable?

- 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

Common Cents for Colorado
16 Libraries = 16 Unique Programs

*Drawing on Strengths!*

- Children
- Couponing
- Seniors
- Summer Reading
- Cooking

**Customized...**

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**COMMON CENTS for COLORADO**

*Peaks of Financial Wisdom*
A Willing, Enthusiastic, Innovative LIBRARY DIRECTOR AND Supportive Staff
Our Financial Book Club is a SUPPORT GROUP that meets monthly!!

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

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
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...
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
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

What’s Required?

- 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
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.
Your Resources

Library Collection
Investments and Finance Resources

- Audience: Any
- Resource Type: Any

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?

http://commoncents.cvlsites.org/
• 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.)
Thanks for attending!

BE MONEY SMART FOR LIFE