Hosting *Thinking Money*: A Financial Expedition!

By Sarah Herford
What is a Traveling Exhibit?
What is a Traveling Exhibit?

- Museum-quality exhibitions that travel across a location in a set amount of time.
- American Library Association (ALA) offers traveling exhibits to libraries via a grant process.
- ALA will partner with content creators (FINRA, NASA) to create traveling exhibits.
Why Did BPL Want to Host Thinking Money?
Thinking Money: A Financial Expedition!

- Exhibit Description:
  - Money affects all Americans, but many of us lack the knowledge we need to make smart financial choices that will prepare us for whatever the future brings. Thinking Money strives to teach tweens, teens and their parents, caregivers and educators about financial literacy topics—like saving, spending and avoiding fraud—in a way that is not only understandable, but fun.
  
  - *Thinking Money* is a museum-quality traveling exhibition that is traveling to 50 U.S. public libraries between 2016 and 2018. Through an adventure-themed storyline, interactive iPad content and other fun, hands-on activities, the exhibition explores the following themes ...
Thinking Money: A Financial Expedition!

- Wants vs. needs
- Earning and paying interest
- Preparing for rainy/sunny day
- Imagining your future self
- Avoiding financial fraud
- Thinking money
Why Host *Thinking Money*?

- Awesome opportunity to engage tweens, teens and parents about financial literacy
- Experience with hosting a traveling exhibit before, *Explore Space*
- Opportunity to purchase financial literacy materials for BPL
- Arkansas Curriculum Frameworks
The Application Process
Thinking Money Requirements!

All public libraries chosen to host Thinking Money are required to do the following:

• Sign a contract with the American Library Association agreeing to programming, publicity, evaluation, reporting and other project requirements.
• Present a minimum of four public programs, events or activities related to the personal finance themes explored in the exhibition. These may include an opening event for the exhibition and/or educational programs and activities offered in collaboration with community organizations, schools, universities, community colleges or government agencies. To ensure that all programming is strictly noncommercial, the public programs may not be offered in conjunction with financial services firms, including banks, investment advisers and brokerage firms. For programming ideas and examples, see Smart investing @ your library®.
• Market the exhibition and programs in the community.
• Allow the public to view the exhibition and attend programs free of charge.
• Provide three concise reports: a programming allowance request form; an exhibition condition form; and a final programming report to the exhibition sponsors. ALA will provide the necessary forms.
• Participate in the exhibition evaluation. This includes carrying out surveys and submitting data, as outlined above.
• Appoint one staff member as the Project Director of the exhibition. The Project Director is responsible for attending the orientation workshop at ALA’s 2016 Annual Conference in Orlando, Florida, overseeing programming and marketing of the exhibition, and assuring that the exhibition is set up, displayed and taken down according to the project guidelines.
• Agree to all publicity requirements, including use of designated exhibition credits and/or logos on all local publicity materials, both print and online.
• Show that the library has sufficient space to display the exhibition (approximately 1000 square feet in one area of the library, plus space to store the shipping crates), and can provide security for the exhibition (by monitoring the exhibition at least every half-hour during peak times and every hour at less busy times).
• Provide sufficient electrical outlets nearby to power the iPad stations.
• Be responsible for the condition of the exhibition. Sites will be held responsible for damage to or loss of the exhibition when it is under their control. Minor repairs will be carried out and paid for by the American Library Association.

• INSURANCE: Each host library must add the exhibition to its institutional insurance coverage or purchase an insurance rider. The value of the exhibition is approximately $55,000. The exhibition should be insured from ten days before the first day of the exhibition period to ten days after the closing date.
Apply for the Grant ... and Wait!

- Review the application
- Space to host an exhibit? Best time to host?
- Assign a ‘Project Coordinator’
- Have a plan
  - Get community partners on board early

Before submitting application, make sure you can meet all requirements to host:
- Insurance requirements
- Travel & training expenses
- Number of required programs
- Stipends
- Data collection for final reporting
Congratulations! You’re a Host Site! Now, What?

- Complete more paperwork!
- Arrange travel for any offsite training
- Start planning!
- Possibly wait...two years!
Planning for the Exhibit
Planning Phase

- Establish marketing plan & timeline
  - Often required in grant application
- Communicate with all library staff about library hosting an exhibit.
  - Will you be using a meeting space?
- Confirm with community partners for programming
- Plan for school field trips
Collaborating with Community Partners

• Ask the Professionals!
  – Have a space exhibit, ask an astronaut to talk to kids about space technology!
  – Personal finance exhibit, ask the local university to host a FAFSA session.

• Partner requirements?
  – *Thinking Money & Explore Space* specifically asked for local partner information during the final report
  – TM had program partner restrictions: NO BANKS!
Opportunity to Connect with New Partners!

- BPL partnered with the University of Arkansas’s Bessie B. Moore Center for Economic Education
  - Educator’s Night
    - Professional development (ADE)
  - Teacher Resources LiveBinder
  - Foundation Luncheon
    - Library supporters invited

Dr. Rita Littrell
Attend Required Host Site Training

- Online Training
- Offsite training
  - TM required Project Manager to attend ALA Midwinter for training
- Consortium meetings
The Exhibit is Here!
Set-Up & Maintaining the Exhibit

- Plan enough time for exhibit setup
- Have a buddy!
- Read grant requirements for maintenance requirements
- Document condition upon receipt
Marketing

• Use content from grantor
  – Samples, logos, required statements
• Media Release
  – Multiple notifications to several outlets
• Program Guide
• Digital/Social
• Word of Mouth
• Share with Schools

Thinking Money was developed by the American Library Association Public Programs Office in collaboration with the FINRA Investor Education Foundation, whose support made this exhibition possible.
Tie-In Programs!

- Connect existing programs to the theme of the exhibit
  - Built-in audience
  - Generate more interest
- Created *Thinking Money* lessons plans for the following existing programs:
  - Library Lessons, Curious Kids, Reading Buddies, Creative Writing Workshops, even Storytimes!
- Track attendance, circulation & surveys for final reporting
Field Trips!
Create an Online Resource Guide!

- BPL created a *Thinking Money* resource guide, that lived on our Student Portal page
- Included: related databases, lesson plans, TM partners and other financial literacy resources
Let’s Do Something Fun!
Questions?

Contact:
Sarah Herford
Teen Services Librarian at Bentonville Public Library
sherford@bentonvillear.com
479-273-7755