



# Hosting *Thinking Money*: A Financial Expedition!

By Sarah Herford





# Thinking MONEY

A Financial Expedition



<https://www.youtube.com/watch?v=2dmIpVrapFA>



# 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

**Thinking**  
**MONEY**  
A Financial Expedition







# 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 Exhibition

February 10 - March 15, 2018

### Opening Extravaganza of Thinking Money Exhibition!

Saturday, February 10 from 1:00 - 3:00 pm

### Thinking Money: A Financial Expedition - Educator's Workshop

Tuesday, February 6 from 4:00 - 6:00 pm

### Storytimes

Weeks of February 5 - March 12  
Toddler 9:30 am & Preschool 10:30 am  
Basic early financial literacy themes

### Library Lessons for Homeschoolers

Weeks of February 12 - March 15  
Mondays @ 1:00 pm  
Integrated financial literacy themes  
K-12

### After School Movies

Thursdays @ 4:00 pm  
Check Library web calendar for titles, run times and ratings  
Family

### Reading Buddy Book Groups -

**Pictures & Pages** 10:00 am & **Talk It Up** 11:00 am  
Weeks of February 10 - March 10  
Books will feature early financial literacy themes  
School Age

### Curious Kids Workshop - Create Mini Mt. Rushmores

Wednesday, February 7 @ 4:00 pm  
School Age

### Small Business Finance & Credit

Wednesday, February 7 @ 6:15 pm  
Adult



### Cover to Cover Kids Book Discussion

Monday, February 12 @ 5:00 pm - *Where the Mountain Meets the Moon*  
Monday, March 12 - *Riot*  
Grades 4-6

### Folding Friends: Origami Club

Wednesday, February 14 & March 14 @ 4:00 pm  
School Age

### How to Apply for Federal Financial Student Aid

Thursday, February 15 @ 5:30 pm  
Teen

### Chinese New Year

Saturday, February 17 from 1:00 - 3:00 pm  
Family

### Home Buying: It May Not Be Such a Crazy Idea After All

Saturday, February 17 @ 2:00 pm  
Adult

### An Early Writing Workshop

Tuesday, February 20 @ 4:00 pm  
Grades 1-3

### Beyond the Book: A Book Club for Teens

Tuesday, February 20 @ 5:00 - *Titans*  
Tuesday, March 13 @ 5:00 - *Now is the Time for Running*

### STEAM Saturday for Teens: Force, Friction and Washington!

Saturday, February 24 @ 1:00 pm

### Let's LEGO®

Wednesday, February 28 @ 4:00 pm  
School Age

### I Didn't Think This Day Would Come: Student Loan Repayment Options

Wednesday, March 7 @ 6:00 pm  
Adult

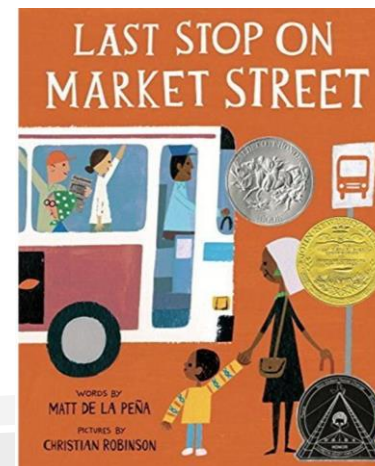


*Thinking Money was developed by the American Library Association Public Programs Office in collaboration with the FINRA Investor Education Foundation, whose support made this exhibition possible.*



# 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

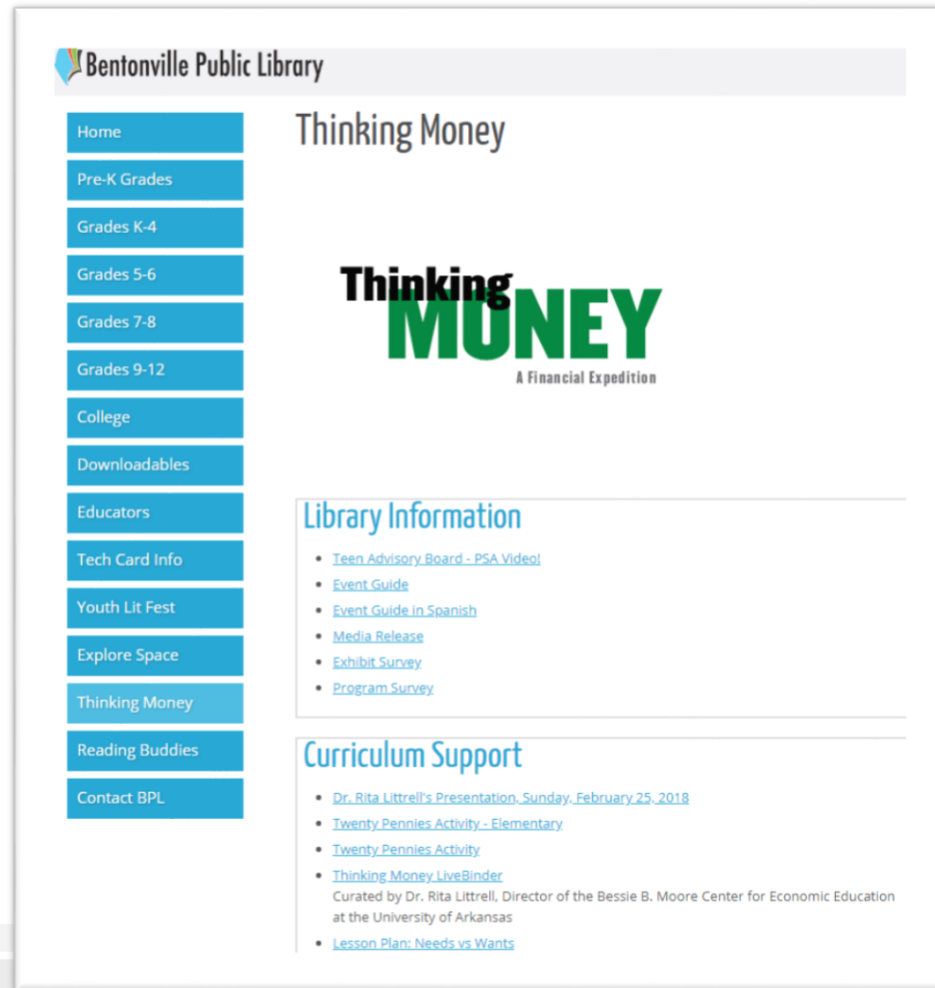




# Field Trips!



# Create an Online Resource Guide!










The screenshot shows the Bentonville Public Library website. The header includes the library name and a navigation menu with links for Home, Pre-K Grades, Grades K-4, Grades 5-6, Grades 7-8, Grades 9-12, College, Downloadables, Educators, Tech Card Info, Youth Lit Fest, Explore Space, Thinking Money, Reading Buddies, and Contact BPL. The main content area is titled 'Thinking Money' and features a large graphic with the text 'Thinking MONEY A Financial Expedition'. Below the graphic are two sections: 'Library Information' and 'Curriculum Support'. The 'Library Information' section lists links for 'Teen Advisory Board - PSA Video!', 'Event Guide', 'Event Guide in Spanish', 'Media Release', 'Exhibit Survey', and 'Program Survey'. The 'Curriculum Support' section lists links for 'Dr. Rita Littrell's Presentation - Sunday, February 25, 2018', 'Twenty Pennies Activity - Elementary', 'Twenty Pennies Activity', and 'Thinking Money LiveBinder'. A note at the bottom of the 'Curriculum Support' section states: 'Curated by Dr. Rita Littrell, Director of the Bessie B. Moore Center for Economic Education at the University of Arkansas'.

- 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



## Twenty Pennies ----- Allocating Monthly Income



\$400K new home 20	\$225K 10-yr-old house 15	\$150K 20-yr-old, house 10	\$100K small house/condo 6	Apartment 4	Living with others 1
Luxury SUV 10	Older SUV 7	Late-model luxury 6 	Late-model sedan 4	Older dependable vehicle 3	Mass transit/Bicycle 1
Gourmet upscale restaurant 10	Healthy groceries & restaurant 7	Fast-food 5	Basic groceries & dining out 4	Staples + prepared foods 3	Staples only 2
Designer wardrobe 10	Stylish wardrobe 7		Classic wardrobe 4	Functional wardrobe 4	Secondhand clothing 2
 Health & Wellness	Complete cov + health/dental 8	Low deduct, drug prescript 6	Medium deduct, limited prescript 5	High deduct, no prescription 4	Catastrophic no prescriptions 2
Internet, cable, WiFi, movies 4	Basic TV & internet 2	Unlimited data Smart phone 3	Limited data 2		"Dumb" phone 1
Weekend outings 1	International vacation 3	U.S. vacation 2	Local vacation 1	Gym Membership 2	Pets 1
\$400-month saving-long term 2 		\$200/ month saving-short term 1	\$400 gift non-profit 2 	\$200 gift non-profit 1	Other ? 

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# Let's Do Something Fun!





Questions?

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