



FREE FINANCIAL RESOURCES FOR PUBLIC LIBRARIANS

CYNTHIA M. LAMBERT

March 11, 2011





CYNTHIA M. LAMBERT

CYNTHLAM007@GMAIL.COM



Adult Services Librarian, SCLS

Mary Jacobs Library



**10+ years of experience as a financial analyst for
Bloomberg News and Dow Jones Indexes.**

DO YOU FEEL LIKE A DEER IN THE HEADLIGHTS?

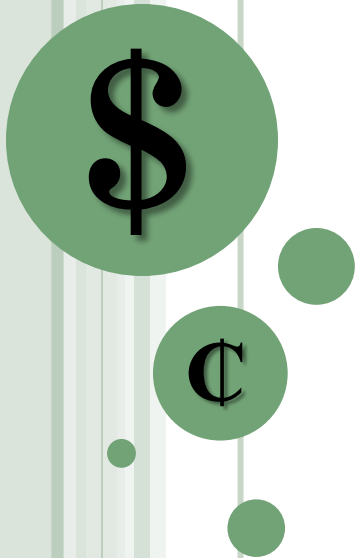
Focus on Education
and Tools

Help with
Evaluation of
Resources



WHY FREE FINANCIAL RESOURCES?

- Economically Challenging Times
- Budget Cuts for Materials & Staff
- Changing Nature of Libraries
- They are *very good!*



The Good



- Free!
- Easy to Use!
- Abundant!
- All Skill Levels!
- Ability to push content!



The Bad



- Hard To Find
- Sales Pitch
- Soooo much stuff!



TODAY...



Personal



Investment



Program Ideas



PERSONAL FINANCE:

○ Topics

○ Tools

○ Education



Too Much
Information!



PERSONAL FINANCE TOPICS:

Budgets

Savings

Mortgages

Insurance

Consumer
Rights

Loans

Bankruptcy



Too Much Information!



Personal Finance Resources

- US Government
- Rutgers Cooperative
- 360 Degrees of Finance
- Microsoft Templates



MYMONEY.GOV

- Captures Information & Resources from Across Agencies
- Provides both Tools & Education
- Updated Regularly to Reflect New Legislation & Topics
- **VERY EASY TO USE!!**



NJAES.RUTGERS.EDU

- **Very Relatable**
- **Tools & Education**
- **Advice & How To Information**
- **Sort of Easy To Use**
- **Microsoft Templates**



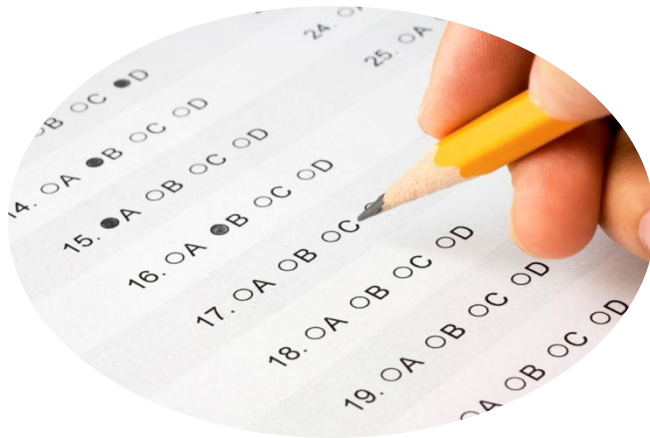
360FINANCIALLITERACY.ORG

- American Assoc. of CPAs
 - Tools & Education
 - Covers All Stages of Life
- Every Aspect of Financial Life



PERSONAL FINANCE: TOOLS & EDUCATION

Excellent Supplements



- [Your Money NY Times](#)
- [CNNMoney](#)
- [AARP](#)
- [Feed The Pig](#)





feedthepig.org

GET FREE SAVINGS TIPS

DISCUSSION SPOTLIGHT

tip-books-easy-2

Tue, 11/18/2008 - 22:44 — dsayre

Wait till books come out in paperback



Your rating: None Average: 3.5 (88 votes)

[Login](#) or [register](#) to post comments

Comments

[Go to the Library](#) by cheapskate
[paperbacks](#) by silver_kate



INVESTMENTS

- Valuations
- Education
- Data/Tools
- Evaluation



Too Much
Information



STOCK PRICES

Yahoo Finance!

Gold Sheet Stock
Pages

Company Web-Sites

Financial Or Tax
Professionals

Stock Exchanges

**Unless paid for—all quotes online are
delayed**



INVESTMENTS: THE RESOURCES

- SEC
- FINRA
- Company Sites
- Exchanges



SEC.GOV



- **Everything You Need**

- **Very Difficult to Use**

- **Investor.gov**



FINRA.ORG

Financial Industry Regulatory Authority

- Excellent Tools & Education
- Broker Check
- Report Complaints
- Grants to Libraries



COMPANY WEB PAGES

Excellent Source

Investor Relations

Complex Corporate
Actions Explained

Contact Information



For International Companies, this may be the ONLY free source...



STOCK EXCHANGES, ETC.

NYSE & NASDAQ Main US

Global Exchanges

News Providers

Bloomberg

Wall St. Journal

MSNBC

Annual Report Service (US)

Rest of World

Market Activity | NYSE: Open
By: NYSE Euronext Data

AS OF 11:29 ET 07 Mar 2011

Indices | NYSE | NYSE Area | Euronext | Futures & Options

NYSE - MOST ACTIVE

	VOLUME	VALUE	CHANGE
C	130,976,475	\$4.55	0.11% ▲
BAC	44,226,231	\$14.09	0.21% ▼
F	28,222,793	\$14.14	1.94% ▼
S	28,051,687	\$4.39	1.15% ▲
ALU	21,653,051	\$5.65	0.18% ▼
GE	17,125,529	\$20.26	0.54% ▼
WDC	12,815,499	\$34.79	15.93% ▲
PFE	12,683,620	\$19.44	1.12% ▼
PBR	11,253,598	\$42.25	1.85% ▲
AMD	9,568,466	\$8.87	3.85% ▼

ALL STOCK DATA 20 MINUTES DELAYED



PROGRAM IDEAS

- Slide Shows
- Pathfinders
- Professional Speakers
- Classes/Games



You Can
Do It!



PROGRAM IDEAS

Classes:

- [CNN Money 101](#)
- [Academic Earth](#)
- [Open Culture](#)
- [iTunes U](#)



The work
is done for
you!



PERSONAL FINANCE: THE LINKS

- www.MyMoney.Gov
- <http://njaes.rutgers.edu/>
 - <http://www.extension.org/personal%20finance>
- <http://www.360financialliteracy.org/>
 - <http://www.feedthepig.org/>
- <http://office.microsoft.com/en-us/templates/>
- <http://www.nytimes.com/pages/your-money/index.html>
- <http://money.cnn.com/pf/>
- <http://www.aarp.org/money/>
- http://online.wsj.com/public/page/news-personal-finance.html?mod=WSJ_topnav_personalfinance_main



INVESTMENTS: THE LINKS

- <http://www.finra.org/Investors/index.htm>
- <http://www.finra.org/Investors/index.htm>
- Company Specific Websites
- Stock Exchanges
 - <http://www.nyse.com/home.html>
 - <http://www.nasdaq.com/>
 - <http://www.world-exchanges.org/>
 - <http://www.world-stock-exchanges.net/>
- <http://www.economist.com/>
- <http://online.wsj.com/home-page>
- <http://www.bloomberg.com/>
- <http://quantumonline.com/> (Preferred Stocks)
- <http://finance.yahoo.com/education/bond> (Bonds)
- <http://www.djindexes.com/>



Thank You!!



FREE FINANCIAL RESOURCES

Cynthia M. Lambert

cynthlam007@gmail.com

609-924-7073, ext. 4

CREDITS/ACKNOWLEDGEMENTS

- All photos are from Microsoft Clip Art or are my own photographs
- Many Thanks to Sophie Brookover, without whom I would still be on the ledge.
- Thanks, Jon for all that you do!

