

#finlitlibrarian

Invest in Your Library

**Why Your Institution's
Librarians are a Valuable
Asset in a Collaboration
Portfolio**



Presentation sponsored in part by the
Association of College & Research
Libraries (ACRL) Value of Academic
Libraries Travel Scholarship

Howdy!

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Session Objectives

- Attendees will be able to articulate the importance of collaboration with other departments in order to increase their reach to the student population.
- Participants will be able to identify the benefits of collaborating with their academic library and using library resources (both human and academic) to explore nontraditional aspects of student financial wellness
- By the end of the session, attendees will be able to adapt programmatic examples and best practices in order to fit their own institutional needs.

Session Roadmap

- Why the library?
- Integration into a Financial Literacy class
- Career Center Collaborations



Why Libraries?

- We promote literacy of all types, including financial, career, etc.
- We are a trusted source of information for students and faculty!
- Libraries frequently connect across campus with academic and non-academic departments.
- We're flexible! We can teach with many different methods, in different settings, and to different audiences.

Why **BUSINESS** Librarians?

- We are already connecting with the students in their classes.
- We are knowledgeable about company and industry research resources.
- We know how to form search queries that will get them the results they want.
- It benefits everyone! We strengthen ties to the campus community and support student success.

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**Librarians in the
Classroom:
Foundations of
Money Education**

Foundations of Money Education Texas A&M University

Course Content

- budgeting
- saving & banking
- building credit
- investing
- buying a car

Enrollment

Fall '17: 23

Spring '18: 70

Fall '18: 101

Spring '19: 191

Librarians

Invited to guest lecture for one class session about marketing and advertising



90% of consumers responded that advertising influences their purchasing decisions



81% of millennials (18-34) responded that advertising influences them to make a purchase

The Quicker Picker _____

Exercise adapted from Zoe Weil
TEDxYouth@BFS “Educating for Freedom”

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Do the _____

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Maybe she's born with it.

Maybe it's _____

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Taste the _____

**Can you identify the
brand/product from just
one letter?**

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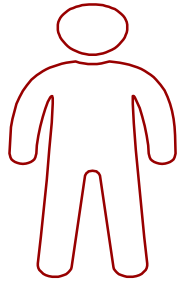
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313.50 Billion



\$957

251.9 Billion



US SMART HOMES MARKET REPORT

[Smart Homes - US - May 2019](#) ▼

Everything you need to make the right decisions

Providing the most comprehensive and up-to-date information and analysis of the Smart Homes market, and the behaviours, preferences and habits of the consumer.





Mintel has the answers you're looking for

What are the key challenges facing the industry? Who is the consumer and what do they want? Where are the opportunities, where are the risks and what lies ahead?

Covered in this report

This report will examine the smart home market, top brands in the space, consumer smart home behaviors, consumer perception of smart homes, and consumer attitudes toward smart homes.

This report includes, but is not limited to, smart home hardware and services, including climate control, water management, home security, lighting, entertainment, cleaning, cooking, and home monitoring. Smart TVs are not included.

-  Table of Contents
-  See what's included
-  Our Methodology
-  Report brochure



My Cart

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Smart Homes - US - May
2019

US \$4,395.00 (Excl.Tax)

BUY NOW

☰ Table of Contents

📁 See what's included

📖 Our Methodology

⬇️ Report brochure



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TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA
 Total Population: 314,468,000
 Median Income: \$57,000
 Median Net Worth: \$74,000
 Average Household Size: 2.58
 Literacy Index: 42.1
 Home Ownership Rate: 67%
 Average Household Size: 2.58
 Home Value: \$197,000



FOR MORE INFORMATION ABOUT TAPESTRY SEGMENTATION

Visit esri.com/tapestry

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Soccer Moms



Median Age 36.6 | Prof/Mgmt
 Median Inc \$84k | College Degree

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Own 2+ vehicles (minivans, SUVs)
- Shop, bank online

Administrative Staff

• 35-44 years old
 • Median Income: \$45,000
 • Median Net Worth: \$15,000
 • Literacy Index: 42.1



DEFINITIONS IN THE SEGMENT DESCRIPTIONS

1. Segment Name

2. Segment Description

3. Segment Characteristics

4. Segment Location

5. Segment Size

6. Segment Density

7. Segment Age

8. Segment Income

9. Segment Net Worth

10. Segment Literacy Index

11. Segment Home Ownership Rate

12. Segment Average Household Size

13. Segment Home Value

14. Segment Home Age

15. Segment Home Type

16. Segment Home Size

17. Segment Home Style

18. Segment Home Condition

19. Segment Home Features

20. Segment Home Amenities

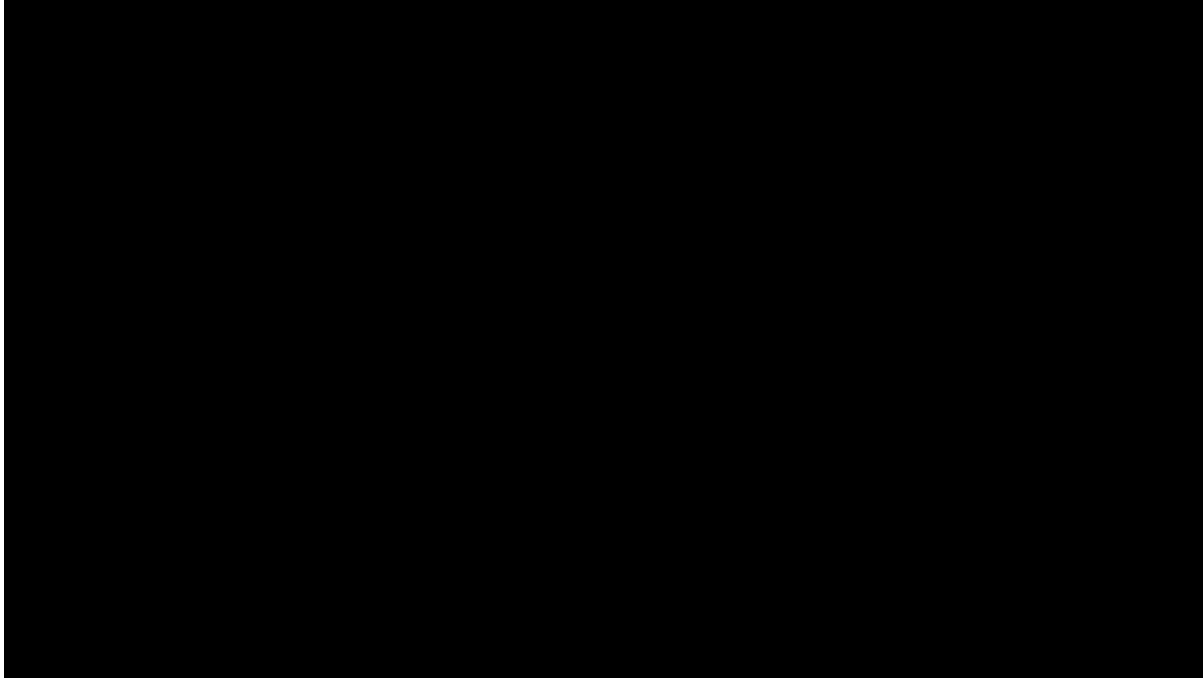
21. Segment Home Location

22. Segment Home Orientation

23. Segment Home View

24. Segment Home Surroundings

25. Segment Home History



“Alex Loses Her Voice”
Superbowl LII Commercial

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June 2019

UK Advertising Watchdog Committees of Advertising Practice (CAP) will ban harmful gender stereotypes, based on a review

The review found that “harmful stereotypes can restrict the choices, aspirations and opportunities of children, young people and adults” and that these stereotypes can be “reinforced by some advertising, which plays a part in unequal gender outcomes



How do you feel about this law? Is it necessary?

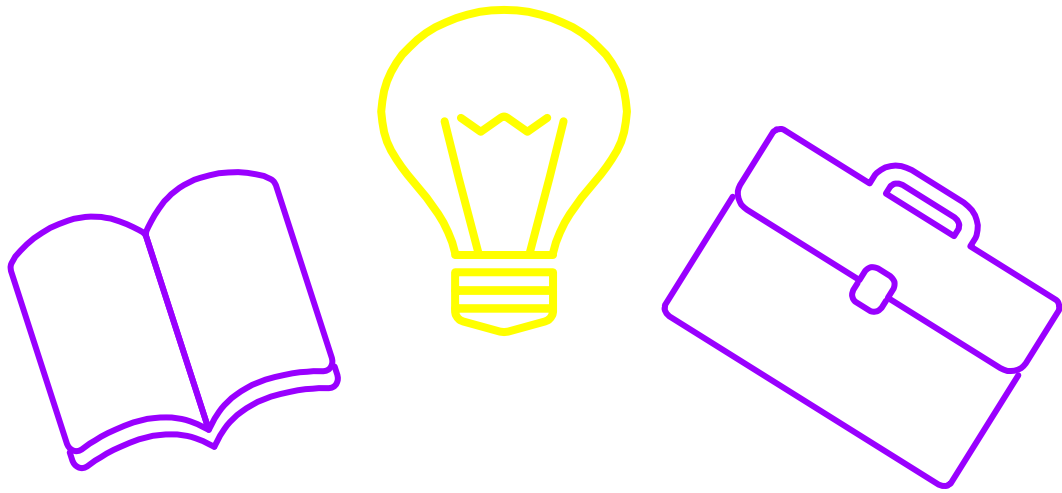


1. What audience is being targeted by this advertisement?
2. What deep need or desire is the ad promising to fulfill? (e.g. love, happiness, wealth, etc.)
3. What techniques are being used in this advertisement?
4. Are there any stereotypes in this advertisement? Are you bothered by them?
5. Who is excluded from/by this ad? (i.e. what classes, races, body types, values, etc.)



Other Ideas for Engagement

- Using library held resources (such as Consumer Reports) to help research large purchases
- Teaming up with the library to host events and speakers
- Highlighting personal finance books in the collection (David Ramsey, Rich Dad Poor Dad, David Bach) Compare theories, authors; read for extra credit in class



Career Center Collaborations

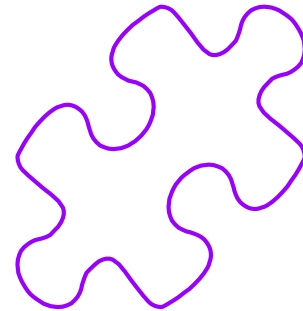
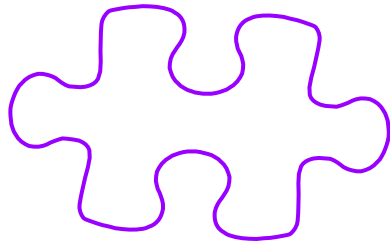
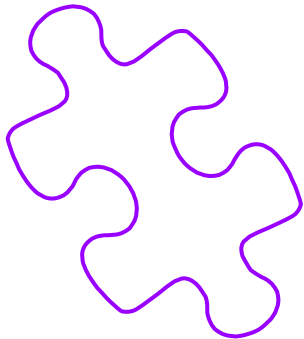
15 career advisors

760 workshops

19,000 contacts

WHY COLLABORATE?

- More communication across campus (fewer silos!)
- Extra resources (human and other)
- Shared knowledge (we each have our strengths!)
- Increased visibility and reputation



Support Throughout the Entire College Journey



**New to
Everything**

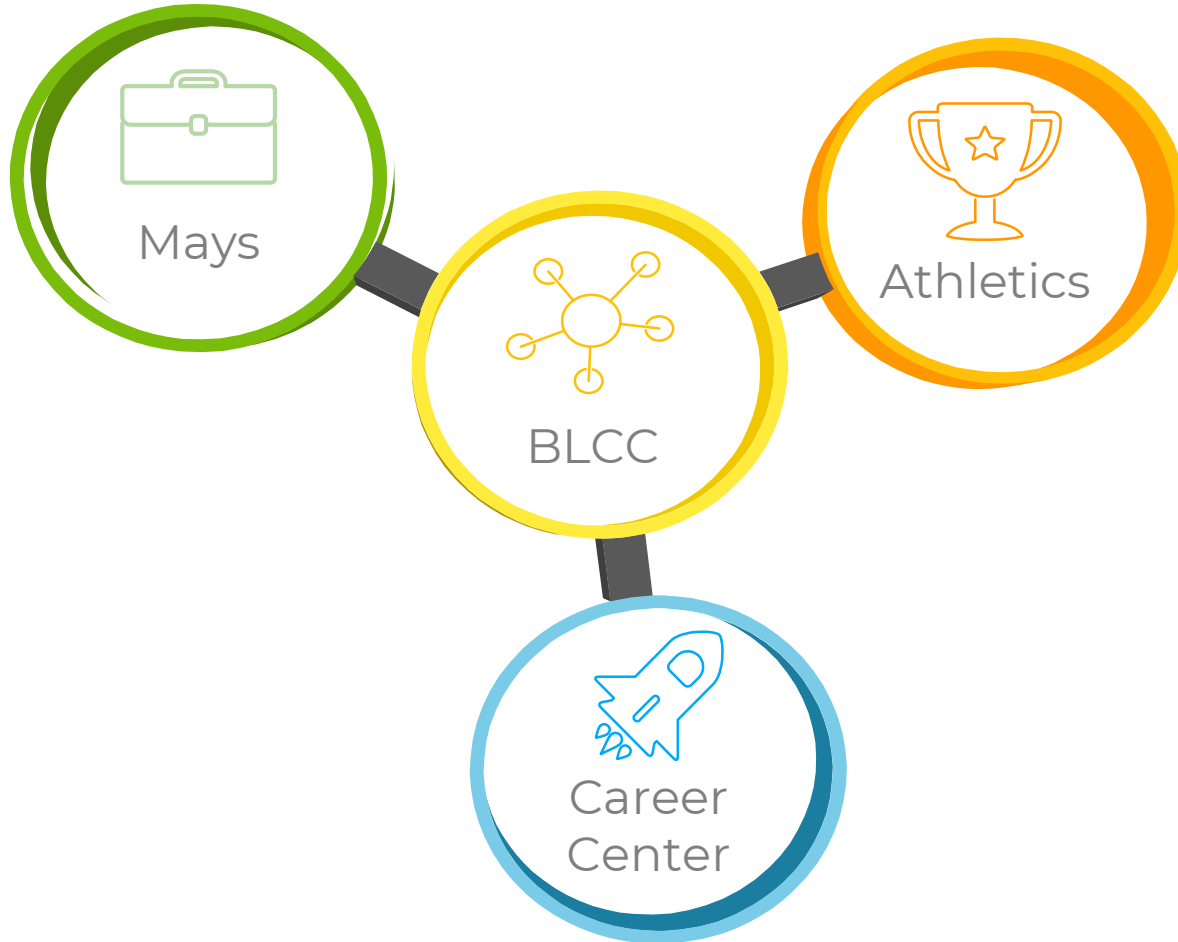
**Finding
Their Path**

**Job
Seeking**

**Former
Students**

OUR CONNECTIONS SO FAR

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HOW DO WE DO THIS?

- Workshops & Programs
- One-shots/Guest Lectures
- Tabling at Events
- Internet Resources & LibGuides
- Collection Development
- Train the Trainer
- **Communication!**



New to Everything

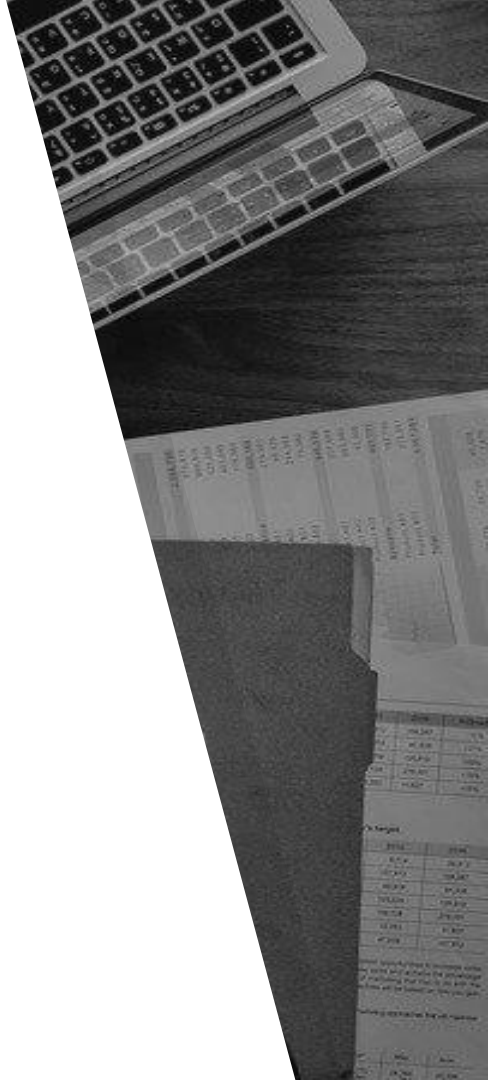
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- Where can they find 'good' info on careers & majors?
- Introduce the Occupational Outlook Handbook - required education or experience, what is projected growth, locations?
- How to search for information using parameters & vocabulary



Job Seekers

- Where to find company and industry information
- How to prepare to speak intelligently on the company or career
- What databases are available for use while they are students - why should they take advantage of them?
- What do companies say they want students to know? What skills should they have?



Handouts & Displays

The West Campus Library Can Help You Research Your Career

You've picked out the perfect career fair outfit, printed copies of your meticulously written resume, and formed a list of companies you want to network with at the fair. Now what?

Now, it's time to research those companies so you can go into that career fair both knowledgeable and prepared. The West Campus Library has both people and tools, examples listed below, to help you create your post-college path.

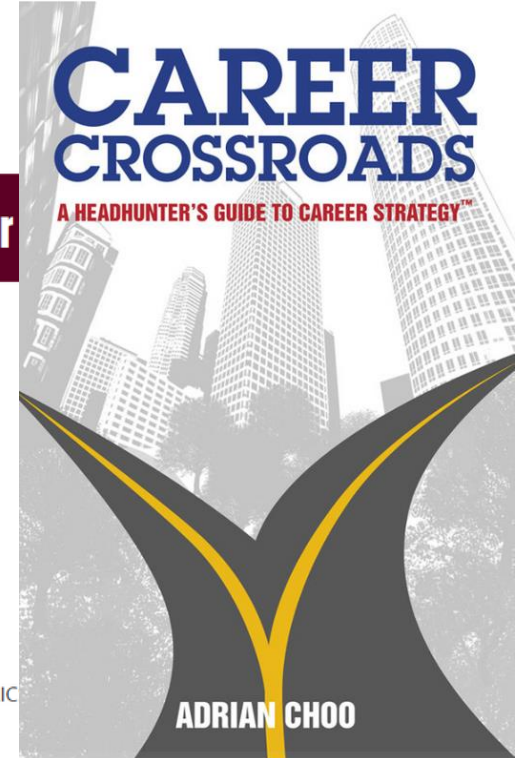
tamu.libguides.com/CareerResources

Company Research

- **LexisNexis Corporate Affiliations**
Company hierarchies, executives, boards, and brands of public and private companies
- **ReferenceUSA**
Directory of U.S. businesses; includes company name, business size, corporate linkages, SIC / NAICS and geographic information
- **PrivCo**
Business and financial data on major private companies; also offers information on M&A, VC funding, and private equity deals

Industry Research

- **IBISWorld USA**
Industry profiles and reports include statistics, analysis, and forecasts
- **BMI Research**
Contains country and industry business forecasts, company profiles, personnel listings, risk-assessments, growth projections, analysis of the business operating environment, and more



- Home
- Exploring Careers
- Researching Companies
- Researching Industries
- Searching for Jobs
- Writing Resumes & Cover Letters
- Interviewing

Welcome!

Howdy! Are you looking for a job after graduation? Interested in learning more about your chosen career? You've come to the right place!

This guide provides resources that you can use to research companies, careers, and industries as well as tips on improving your resume and interviewing skills.

Please reach out to your librarians or stop by the Libraries for help using the resources or any research questions. Contact the library through our [AskUs](#) service.

Getting Started

Not sure where to start? The resources below are recommended resources for getting started.

-  [Author Profile](#)
-  [AskUs](#)

Company Research

- Starting Points
- Overviews & Histories ▾
- Current News & Activity
- Financials
- Products & Services
- Corporate Governance
- Mergers & Acquisitions

-  [Author Profile](#)
-  [AskUs](#)

Company Research

This guide has been prepared to help you perform company research.

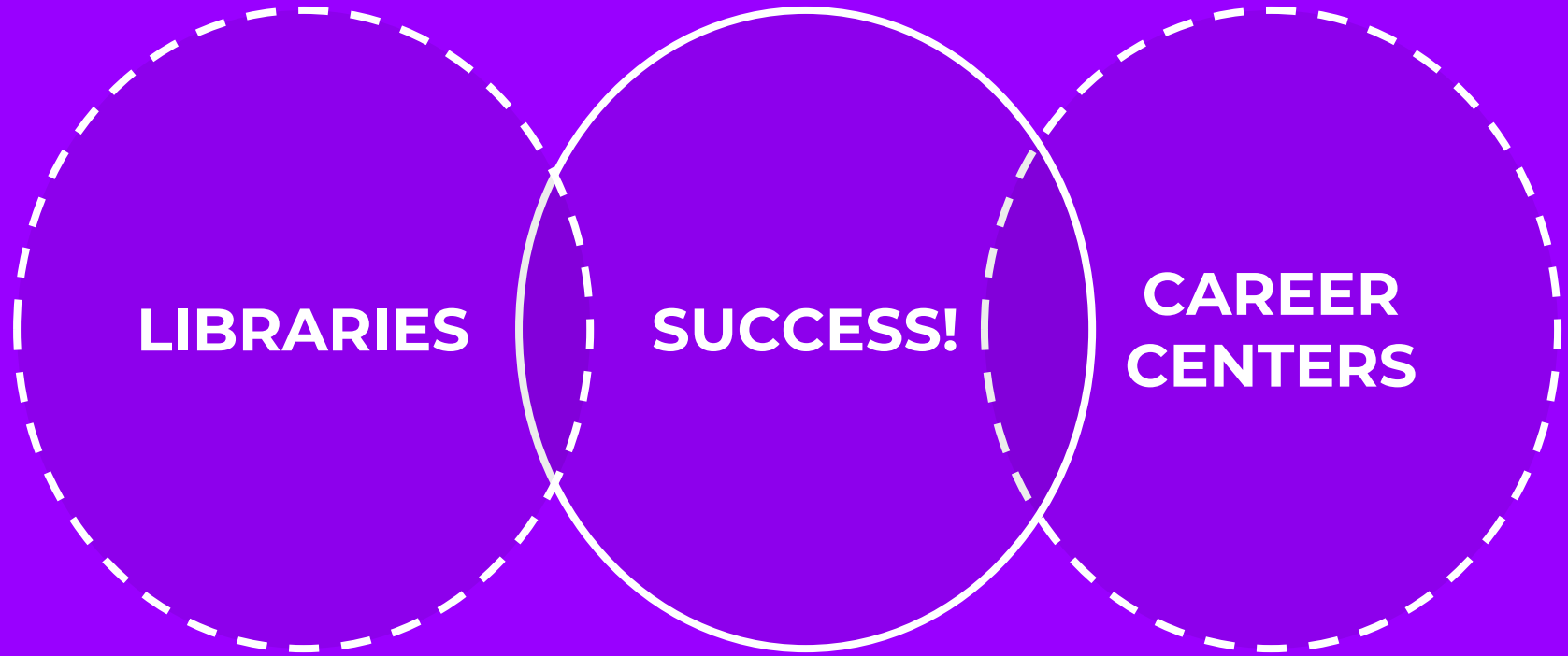
Starting Points

The resources below are starting points for company research.

- [Mergent Online](#)
Provides current and historical financial data, links to lists of SEC filings and several years of annual reports for U.S. and non-U.S. companies
- [PrivCo](#)
Private company information

NAICS Code - The North American Industry Classification System (NAICS) uses six-digit codes to identify an industry. The NAICS system is gradually replacing the SIC system. Many resources use these codes to identify a company's activities, index companies by activity, and to define industry data and information. For more information on the history and structure of the NAICS, as well as to

Resource Guides



LIBRARIES

SUCCESS!

**CAREER
CENTERS**

Wrap Up

- Librarians are multi disciplinary and collaborative
- Teaming up with your library can help you reach more students and contribute to student success
- Engagement can be big or small

Questions?

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CREDITS

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