



# New Mexico State University

## Red to Green Money Management

### Financial Literacy Fair 2016

#### Financial Literacy Fair

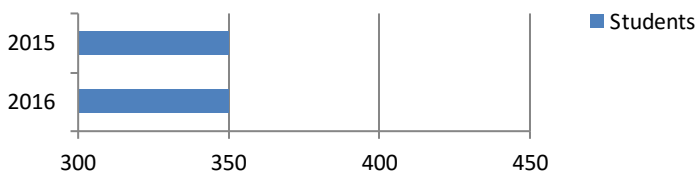
The goal of the Financial Literacy Fair is to introduce programs and services from a variety of resources to NMSU students to provide financial literacy education. Private, government, and university constituencies were invited to participate in the fair. Social Media platforms (Facebook, Twitter, Pinterest, and Instagram) were utilized to promote the fair and provide tips to students to help them be better educated when making financial decisions. The educational resources are intended to provide students with information that will help them understand how to manage their finances, recognize identity theft, develop a budget, utilize community resources for financial literacy education, and reduce student loan debt. We also worked in conjunction with Dona Ana Community college which was very successful.

This year we came up with a great new game. Vendors rewarded students with raffle tickets based on level of conversation and communication when students visited each table. Each raffle ticket was one entry to win an iPad Mini or one of four \$25 Barnes and Noble gift cards. This game provided more of an initiative to attend the fair and encouraged students to be more interactive with the vendors as opposed to games before where students could easily be entered to win prizes without actually communicating with any one that was at the fair.

#### Attendance

350 students attended the fair. 105 students participated in the game, and 470 entries into the raffle, generating interactions with vendors and entry into the raffle.

**Estimated Student Attendance**



*The United State Senate passed Resolution 316 to officially recognize April as National Financial Literacy Month.*

*The Young American Center for Financial Education (2015) reports a large percentage of individuals of all ages, incomes, and education lack the basic financial knowledge and skills to ensure financial success.*

*129 colleges reported average debt loads of more than \$35,000 and 49 reported that more than 90 percent of their graduates left with debt.*

*Source: The Institute for College Access & Success.*

*The class of 2015 each graduated with \$35,051 in student debt on average. The highest debt in U.S. history.*

*Source: MarketWatch.com*

#### Financial Institution Participants by Industry

##### **Banks**

FirstLight Federal Credit Union  
GECU\*\*  
One Source Federal Credit Union\*  
US Bank  
Washington Federal  
Wells Fargo

##### **Financial Services**

Chaney & Marin Financial Planning  
DACC Office of Financial Aid & Scholarship\*  
NMSU- Financial Aid and Scholarship Services

##### **Investment Firms**

Morgan Stanley\*  
Fidelity Investments\*\*

##### **Insurance**

New York Life Insurance Company\*\*

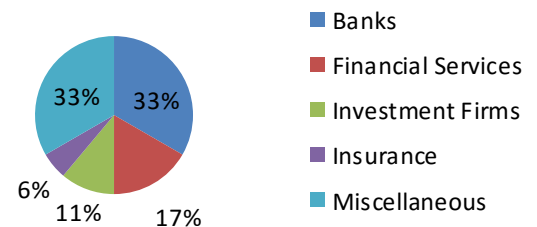
##### **Miscellaneous**

NMSU- Career Services  
NMSU- Social Work Services\*\*  
New Mexico Educational Assistance Foundation  
Sam's Club  
Steinborn & Associates Real Estate  
The Casino at Sunland Park Racetrack

**Total Financial Institution Participants :**

**18**

**Financial Institutions by Industry**



\* only attended DACC fair

\*\* only attended NMSU fair



**Red to Green**  
Money Management