



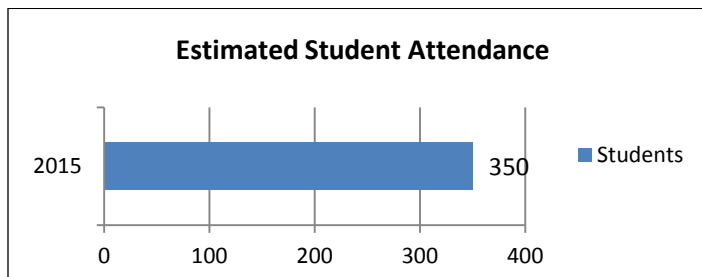
# New Mexico State

## Career Services

### Financial Literacy Fair 2015

### New Mexico State University 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 (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, recognize the effects of gambling, utilize community resources for financial literacy education, and reduce student loan debt. An estimated 350 students participated in the Financial Literacy Fair.



In March 2004, the United States Senate passed Resolution 316 to officially recognize April as National Financial Literacy Month.

In addition to student loan debt, 56% of college seniors carry four or more credit cards with an average balance of \$2,864.  
Source Nellie Mae, 2009

The Young American Center for Financial Education (2012) reports that a large percentage of individuals of all ages, incomes, and education lack the basic financial knowledge and skills to ensure financial success.

In Fiscal Years 2013 and 2014, the NMSU Red to Green Money Management Program received \$10,000.00 each year from Wells Fargo and Presidential Performance Fund to supplement financial literacy services for NMSU Las Cruces students.

### New Mexico State University Financial Institution Participants by Industry

#### **Banks/Credit Union**

First Light Credit Union  
One Source FCU  
US Bank  
Wells Fargo

#### **Investment Firms**

Edward Jones  
Fidelity Investments  
Morgan Stanley

#### **Insurance**

Farmers Insurance – Michelle Stetcher Agency  
New York Life Insurance

#### **Federal Agency**

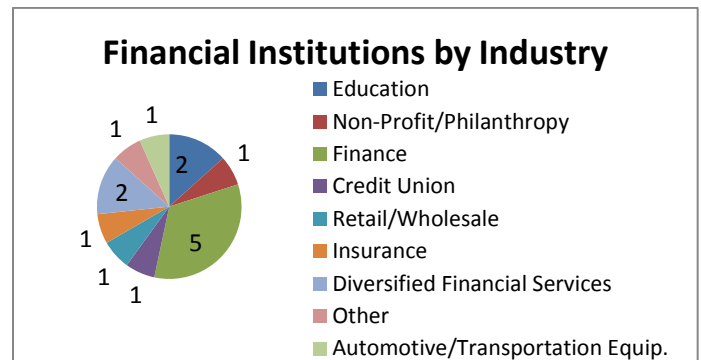
Federal Deposit Insurance Corp.

#### **Miscellaneous**

Community Action Agency of SNM  
NMSU- Career Services  
NMSU – Financial Aid and Scholarship Services  
NMSU- Student Health Center  
Sam’s Club

**Total Financial Institution Participants**

**15**



#### Workshops

- Discover Financial Freedom, Budgets Aren’t Just for Your Parents, and Don’t Let Your Identity get Stolen, were offered during the fair.