

How Queens Library Meets Diverse Needs with One Versatile Solution

Queens resident Angelica works full time at a local grocery store chain. Once a week after her shift, instead of heading home, she hops on the 7 subway to Queens Public Library's Jackson Heights branch to attend Listos, Clic, Avance , a program designed to help Spanish speakers and new immigrants learn to use digital banking tools. "I want to learn how to budget and build my credit. I use my phone all day for various reasons, however, I've never used it to manage my finances. Listos, Clic, Avance has taught me how to safely bank online so that I can pay bills without buying money orders or going to the bank to deposit checks" says Angelica. The reality is, she's not alone. Many of Queens' new immigrant and Spanish-speaking residents joined Angelica for the Listos, Clic, Avance program hosted by Queens Public Library to learn how to bank and manage their finances online.

Meeting a Melting-Pot of Community Needs

With a population of 2.3 million people, Queens is the largest in size and most diverse borough in New York City. Queens Public Library offers a multitude of free services that span across 65 branches focusing on neighborhoods with low-income, new immigrant, and Spanish-dominant populations. Queens Library's Job & Business Academy provides specialized training and learning opportunities, with an emphasis on technology, training, job seeking, and entrepreneurship. Under the umbrella of the Adult Learning Program, they also focus on assisting new immigrants, including Spanish-dominant patrons, by offering comprehensive adult learning curriculums for Spanish-dominant learners in technical skills, financial literacy, and more. "As a public library, we are meeting the needs of our diverse population across all levels of digital skills by providing versatile technical courses," says Monique Hector, Program Manager with the Job & Business Academy.



To meet the needs of a diverse community, the library knew they needed programming for a variety of learning styles and objectives across their diverse demographics. "We realized there was a gap between helping members obtain jobs and teaching them technical skills – we were missing the money management piece," says Hector. The majority of patrons Queens Public Library serves are hard-working adults, busy with professional and family responsibilities who want to learn more about managing money online to make life easier. Listos, Clic, Avance was a clear solution, offering the library's new immigrant and Spanish-dominant patrons an opportunity to develop new skills in the language they're most comfortable learning in.

Expanding Community Impact with Online Instruction

Listos, Clic, Avance is an educational tool that helps Spanish-speaking adults bridge the digital divide and use online banking to better manage their money and enhance their financial well-being. Developed by Capital One in partnership with Grovo, Listos, Clic, Avance is a series of 44 microlearning videos that are accessible on an easy-to-use and engaging bilingual platform. The unbranded videos are available in Spanish or English at Ready, Set Bank™ and focus on a variety of online banking concepts, like navigating mobile banking and setting up alerts about account activity to protect against fraud. "The microlearning videos are versatile and accessible resources for new immigrants and Spanish-dominant participants that give them the tools to manage their money properly, without taking valuable time or resources away from other commitments," says Hector.

Raising Awareness Through Community Partnerships

Queens Library looked at foot traffic across branch locations and collected feedback from branch managers to understand the community demand. “Our research found that not only is finding employment important, but it’s also getting out of debt and how to save and manage money for their families. That’s how we identified communities that were primed to receive Listos, Clic, Avance,” says Hector. The library then strategically reached out to partner with parent-teacher coordinators at area schools, local economic development centers, and other community organizations to recruit participants for the program.

Hosted exclusively at library branches, the program offered a series of six, 2.5-hour sessions across six branches. Sessions were scheduled once or twice weekly at convenient times for the population, depending on the site. The library designed each session to consist of three core parts: goal setting, microlearning videos, and group discussion. Participants began each session with an interactive framing of the topic, then used the microlearning video series to piece together everything they are learning, followed immediately by an in-person discussion to resolve any questions they have. Queens Library credits the instructors as the secret to their success in engaging participants in Listos, Clic, Avance. “Find instructors who use technology, can understand the level of each participant, and are able to articulate how completing the program will positively impact their daily lives,” recommends Hector.

Banking Efficiently Online Puts Time Back in the Day & Money Back in Your Pocket

Investing in mobile banking skills empowered Queens Library participants to prioritize time, convenience, and cost in managing their financial futures. With Listos, Clic, Avance they learned how simple, easy, and convenient it is to bank online. In completing the program, they realized it’s possible to bank safely without visiting a bank and waiting for service. Armed with mobile banking skills, participants are able and eager to manage their finances online. Angelica, now a recent program graduate, says it

best: “I don’t go to banks or cash checking places anymore. Saving time is great, but I also am saving money. The last time I went to the bank, they wanted to charge a fee to provide my account statement. Now I just access account information through my bank’s mobile application anytime I want and view my statements at no cost to me.”

Take the Next Step!

Visit the Listos, Clic, Avance website at www.listos-clic-avance.org to browse the program videos and download the Instructional Guide and Toolkit at the bottom of the page to learn how you can incorporate Listos, Clic, Avance into your library services.

How They Did It

- Launched across six library locations with large new immigrant and Spanish speaking populations
- Educated +150 participants over **6 sessions**
- Conducted weekly sessions for **2.5-hours**

3-Key Benefits of Listos, Clic, Avance

- Save time on trips to the bank
- Conveniently access real-time account balances
- Streamline bill-pay, without money orders or fees