

Tulane University welcomes Liberty Bank to the Lavin-Bernick Center for University Life

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The Financial Spot powered by Liberty Bank, located in the Lavin-Bernick Center for University Life, will offer members of the university community a private meeting room for one-on-one financial advising, after-hours gathering space for students, and a location for in-person seminars and virtual webinars focused on financial education. The grand opening takes place Monday, Sept. 12. (Photo provided by the Office of the Chief Operating Officer)

The Lavin-Bernick Center for University Life will soon be home to the university's newest tenant, a unique banking concept operated by New Orleans-based Liberty

Bank. Located on the first floor between the Technology Connection and the FedEx office, The Financial Spot powered by Liberty Bank will offer personalized, one-on-one banking solutions for the Tulane University community, including students, faculty, staff, alumni and contract employees.

“We embrace the opportunity to be a part of the Tulane University community and look forward to helping the faculty, staff, alumni and students with their personal banking and financial goals,” said Todd McDonald, president of Liberty Bank and Trust. “It’s a fun, creative space to bring a host of activities that inspire people to discover ways to enhance their financial well-being.”

The Financial Spot will not be a traditional bank branch occupied by rows of teller windows but will instead offer a private meeting room for one-on-one financial advising, after-hours gathering space for students, and a location for in-person seminars and virtual webinars focused on financial education designed specifically for the university community.

“Liberty Bank’s mission of providing financial services to the entire community strongly connects with the university mission of supporting equity, diversity and inclusion on our campus and throughout the city and region,” said Patrick Norton, senior vice president and chief operating officer. “Partnering with one of the largest Black-owned financial institutions in the United States provides us a unique opportunity to support the financial services needs of our diverse community - and we hope to see many of our community at The Financial Spot on the Tulane campus.”

The Tulane community is invited to visit Liberty Bank in the Lavin-Bernick Center, Suite 103, from Sept. 12-16, for their grand opening week, beginning with a ribbon cutting on Monday, Sept. 12, at 9:15 a.m. The community is also invited to the filming of several webinars, which will be accessible online at [Liberty’s webinars page](#).

- Tuesday, Sept. 13, at 9 a.m.: “Being Responsible with Student Loans Webinar,” featuring Marissa Lespinasse and Roland Keller from the Office of Financial Aid
- Thursday, Sept. 15, at 9 a.m.: “Green Table Conversation: Adulting 101,” featuring Kimberly Charlesworth and Mia Gonzales Washington from Newcomb-Tulane College

More information on The Financial Spot powered by Liberty Bank can be found here: <https://www.libertybank.net/tulane/>. Beginning Sept. 12, 2022, the location will be staffed from 9 a.m. to 3 p.m., Monday through Friday, excluding university and federal holidays.



The features at the Financial Spot powered by Liberty Bank are designed specifically for the Tulane community. (Photo provided by the Office of the Chief Operating Officer)