



Board of Directors Meeting
Summary
January 13, 2017

Affiliation/League Statistics

- As of November 30, 2016, \$1,071,045.00 of 2016/2017 dues have been collected, representing 93.1% of the budgeted amount;
- League affiliation ratio is 95.9%.

Governmental Affairs

- Dates were discussed for the upcoming national/state Governmental Affairs Conference (CUNA is February 26-March 2; LCUL's will be held April 25-26);
- CULAC: Louisiana is currently first in percentage and second in dollars spent for CULAC;
- The 2017 candy sale will take place February 1 – April 30.

League Leadership/Special Projects

- The Board will present the membership with bylaw changes to be voted on at the 2017 Annual Meeting & Convention;
- The first issue of *President's Perspective* was distributed to the credit unions, highlighting new services that will be available in 2017: Callahan CU Analyzer, Prize Linked Savings Accounts, Plexicity Group Health Benefits, Voter Voice advocacy system, Peer Groups, League Orientation;
- LCUL wrote a comment letter to the CFPB on their Small Dollar Loan Proposal on our credit unions behalf;
- Louisiana CU Foundation was very active with the flooding in Baton Rouge last August, helping 430 employees from fifty (50) different credit unions;
- #LACUStrong Challenge was created to raise funds for flood victims: the amount of participants and earned media was overwhelming. There were thirty-four (34) challenges issued, media coverage from more than thirty-six (36) different news outlets reporting on the Challenge. On Facebook alone, there was an estimated total of 30,447 views of #LACUStrong videos posted;
- This December, the Ehrhardt Group emailed a membership survey to credit unions asking for feedback on 2016; we received around 260 responses from a cross section of job titles and levels of experience. The overall findings from the survey were positive with 84% finding LCUL useful/very useful;
 - *A full report on the survey will be distributed to membership soon*
- Susie Fair was promoted to Senior Vice President Consulting Services and is now overseeing the field staff;
- A total of 303 credit union employees and volunteers participated in our education programs representing 151 of our credit unions statewide;
- We now have three (3) certified ALICE trainers on staff, and we have four (4) credit unions signed up to receive the in-person training;
- During the reporting period, there were 16,855 visits to the site. The most popular pages visited: 1. Employment Opportunities, 2. Annual Meeting & Convention, 3. Contact the Louisiana Credit Union League, 4. Conferences & Seminars, 5. CUCB Resources.

CU Cooperative Branching, Inc.

- CUCB currently has fifty-six (56) shareholders and ten (10) associate members with 153 Louisiana locations.

Treasurer's Report

- President/CEO Cochran presented the financials as of November 30, 2016; there were no variances to report.