

MEMBERSHIP IN ACTION



Louisiana
Credit Union League



In this **Membership in Action** update, we recap the first quarter and year-to-date benefits extended to your credit union as a valued member of the Louisiana Credit Union League.



CU PERFORMANCE

- **182** Credit unions
 - **109** Under \$20 million in assets
 - **35** between \$20-\$50
 - **11** between \$50-100
 - **15** \$100-\$250
 - **8** \$250-\$500
 - **3** \$500-\$1 billion
 - **1** over \$1 billion
- **\$11.297** billion in total assets
(3.4% increase in 12 month period)
- **\$7.7** billion in total loans
(7.5% growth rate in 12 month period)
- **\$9.7** billion in savings
(3.1% growth rate in 12 month period)



EDUCATION & TRAINING

- **94** students enrolled in FiCep (record-setting!)
- **3** in-person training sessions hosted
- **20** staff trainings delivered, **5** volunteer trainings
- **15** facilitated planning sessions
- **33** webinars offered

In case you missed it:

- LCUL was the only state to combat ADA litigation as a group, keeping lawsuits OUT of Louisiana
- In just **4** months, **579** Prized Linked Savings accounts were opened and over **\$92,670** saved by members
- Sen. Kennedy Co-Sponsors S. 2155
- New Monthly Marketing Toolkit now available
- LCUL's CU Comic-Con is just **2** months away

NEWS & PUBLICATIONS

- **214** mentions in local media during 1st Qtr
 - **55%** Web Clips
 - **34.6%** Newsclips
 - **10.5%** TV Clips
- Credit Unions received **\$1,008,666** in earned media
- **53,549** messages sent to Louisiana credit unions
 - eNews: **12**
 - League Updates: **9**
 - Education Newsletter: **4**
 - Compliance Lagniappe: **5**
 - Press Releases: **3**
 - Pelican Politics: **2**
 - Membership @ Work: **1**
 - President's Perspective: **1**



ADVOCACY

- **535** enrolled in payroll deduction
- Supported **11** fundraisers
- **\$161,520** raised for CULAC in 2017, meaning Louisiana raised **386%** of its original goal
 - Recipient of the National Vanguard Award



COMPLIANCE & RESEARCH

- Policy Pro: **492** logins from **62** credit unions
- InfoSight: **744** logins from **48** credit union
- CUAnalyzer: **2,200** logins (dues-supported!)
- Compliance Support: **138** calls/emails fielded
 - Compliance Hotline: **66**
 - LCUL Compliance Support: **72**





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DID YOU HEAR THE NEWS?

Neighbors FCU's 2018 Sporting Clays Tournament Raises \$19,535 for Tuition Assistance Fund

The Neighbors Capital Area Foundation's 5th annual "Clays For A Cause" charity sporting clays tournament grossed \$19,535 netting a \$12,356 contribution to the Neighbors Way

Tuition Assistance Fund. In addition to these funds, Neighbors has pledged \$14,549 to the fund internally through the Neighbors Capital Area Foundation Employee Payroll Donation Program. With funds raised in 2018, Neighbors intends to award \$30,000 in tuition assistance to 2019 graduating students at 11 participating high schools in the Greater Baton Rouge area. "As the cost of higher education continues to rise, funds like these become increasingly important to provide an opportunity to students who might not have otherwise had the means to attend college," Neighbors President and CEO Steve Webb said.



Campus Federal Volunteers with LSU Staff Senate for LSU Staff Appreciation Night

Campus Federal employees joined the LSU Staff Senate volunteering and providing jambalaya for the LSU Staff Appreciation Night at Alex Box. Campus Federal emphasizes the importance of community service, providing countless volunteer hours throughout the year. The LSU Staff Senate promotes and protects the welfare of the LSU staff by representing the interest of and the issues impacting all staff members.



Louisiana CUs Shine Bright at CUNA's 2018 Diamond Awards

Several Louisiana credit unions were recently honored with a Diamond Award by the CUNA Marketing & Business Development Council for outstanding marketing activities. Congratulations to our credit unions:

- ANECA FCU
- Louisiana FCU
- Neighbors FCU
- Pelican State CU
- Southwest Louisiana CU

The Diamond Awards, representing the pinnacle of credit union marketing and business development, honor credit unions in 35 categories. Judges evaluated entries based on strategy, design, production, creative concept, copy, communication and results.

Ascension CU Gives Tour, Teaches Students About Finances

Ten children from St. Amant Middle School paid a visit to Ascension CU for a fun, yet educational tour. The children came prepared with note cards and questions for credit union staff. Ascension CU was also prepared with custom shirts, credit union coloring books, and goody bags. The first stop on the tour was the teller stations where they learned how to detect and stop fraudulent transactions. The second stop was the vault area, where each child received a piggy bank. An interactive (and favorite) part of the tour was the drive-thru where guests got a hands on experience talking into the microphones as well as sending canisters through the tube-system. A big surprise turned out to be the silver dollar coins each student received to place into their piggy banks. "Today we start your savings", remarked Rebecca Law, Marketing & Business Development Officer.





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DID YOU HEAR THE NEWS?

LCUL Awards \$7,000 in Management School Scholarships

LCUL was excited to award seven scholarships for Louisiana students attending the Southeast Region Credit Union Management School (SRCUS) in Georgia. Louisiana is one of ten southern states that co-hosts the 3-year school. Congratulations to our 2018 recipients:

- **Mary Jordan, ASI FCU**
- **Angela Baker, Heart of Louisiana FCU**
- **Aleisha Hall, Iberville FCU**
- **Tara Breaux, Maple FCU**
- **Kim Murphy, Monroe Telco FCU**
- **Ashley Neal, Pelican State Credit Union**
- **Amy Kidder, University of Louisiana FCU**

"SRCUS is so much more than a typical conference or a workshop. It is an immersive experience that more closely resembles a condensed college semester in management and leadership studies," commented Jody Brooks, LCUL Director of Education and League Liaison for SRCUS.

Lafayette Schools CU is now Meritus CU

Lafayette Schools CU has proudly served local educators and their families since 1954. They continue that legacy of service with a new name, **Meritus Credit Union**. "Changing our name is the first step in a series of strategic decisions designed to ensure great service for our credit union members and potential members," said Connie Roy, President and CEO. "This name change is about the potential to grow long term, so we can better reach out to our community to help enrich and impact the lives of our members to improve their financial well-being. We now have new leaves, the potential for growth, but we're grounded by the same roots," added Roy.



BRECO FCU Proudly Supports Washington Youth Tour

BRECO FCU was proud to once again partner with DEMCO (Dixie Electric Membership Corporation) in supporting four local high school students who were selected to participate in the Washington Youth Tour. Now in its 41st year, this remarkable program affords youth a week-long trip to Washington, DC to learn of our nation's rich history and politics. Electric co-ops from 45 states participate, sending more than 1,800 nationwide to Washington each year. "It has been an honor to work with DEMCO in supporting tomorrow's leaders," stated Joshua Poole, CEO of BRECO FCU. "These are extraordinary young adults, who are dedicated to building a better future."



Pelican State CU Raised a Record-Setting Amount for Its Charity

In 2017, **Pelican State CU's** team members adopted the Down Syndrome Awareness Group of Baton Rouge (DSAG) as their charity of the year. DSAG's mission is to support parents, educate others, provide social change and improve the quality of life for all individuals with Down Syndrome. The credit union's Beak Squad employee volunteer and fundraising committee hosted several internal events to support this cause including shirt sales, trivia night, baking competitions, Pelican Pie in the Face, candy grams and holiday family photos. Overall, team members raised a record-setting \$4,931.





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Access of Louisiana FCU Celebrates Annual Meeting, Highlights Lucky Lagniappe

Access of Louisiana FCU celebrated their 63rd annual meeting with a focus on introducing one of their newest products, the Lucky Lagniappe Savings Account. More than 200 members, guests, volunteers and staff attended the dinner as management provided updates. At this time, the credit union announced employee of the year (voted by the staff) and presented scholarships to two lucky high school students. "Our annual meeting is the perfect time to showcase our successes while reminding them of our mission, and that's to be their financial partner. We were excited to introduce the Lucky Lagniappe Savings because it represents just that: an opportunity to teach our members about the importance of savings and becoming financially responsible. Our excitement about this new product along with the opportunity to meet with our members in more a casual environment truly made for a memorable event," commented Michelle Jinks, President/CEO.



Campus Federal Employees Volunteer for LSU Agriculture Week's Day Of Service

Following their mission of community service and 'people helping people', **Campus Federal** employees participated in LSU Ag Week 2018 Day of Service to prepare over 10,000 meals for families in need. Working alongside members of the LSU Agriculture staff and LSU Agriculture Student Association, Campus Federal employees helped complete the task in 2 hours at the LSU 4H Mini Barn.



St. Tammany FCU Launches CU Crew Youth Account Program

St. Tammany FCU launched an innovative youth program aimed at children from birth to age 22, emphasizing increasing levels of account features as the children grow and become more financially responsible. The new program, CU Crew, is designed to foster a sense of financial independence among the young savings and checking account holders, increasing that independence as they get older. CU Crew Youth Accounts are offered in four tiers: Pioneer (children up to age 9), Explorer (children 10 to 14), Voyager (children 15 to 17), and Navigator (young adults from 18 to 22). The account holders are automatically moved up to the next tier on the appropriate birthday. Each tier offers unique rewards programs such as CU Make Cents (deposit rewards), CU Earn It (volunteer service), CU Make the Grade (report card), CU Super Savers (savings rewards), CU Succeed (financial literacy), We CU Rollin' (first time auto buyer), and CU Adventures (e-Newsletter).



Leininger Joins National Federation at Association of British CUs Limited Conference in Manchester

The National Federation of Community Development Credit Unions led a delegation to present at the Association of British Credit Unions Limited (ABCUL) 2018 Annual Conference in Manchester to share and compare experiences from both sides of the pond on topics of financial inclusion and community development. Shasta Leininger from **New Orleans Firemen's FCU** had the unique opportunity to join the group and spend a few days participating in credit union site visits in London.





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Wymar FCU Pays Bonus Dividend

Wymar FCU declared a special \$200,000 bonus dividend for its members. "It was an outstanding year for Wymar thanks to our loyal membership and hardworking staff," said CEO Ronnie Stephens. The dividend was calculated on a combination of interest earned and interest paid by each member to reward both borrowers and savers. Members received a letter with a sample check showing how much they earned.

Pelican State CU Employees Makes 1,100 Meals for Community

On March 21, over 250 **Pelican** team members gathered to celebrate life at Pelican. While normally miles apart across the state, they gathered to put their Heart for Service to use at the Pelican Family Reunion.

During the third annual employee recognition and training event, team members joined forces to create 300 sandwich bags and 825 soup bags. Each bag contained a prayer or note of encouragement and was hand-decorated by a Pelican team member. "In this season of my life, it is difficult for me to serve my community as much as I would like to because I have small children," said Pelican Human Resources Manager Lauren Chemin. "One thing that I love about working for Pelican is that I have an opportunity to support good causes and serve my community while I'm at work." Pelican partnered with their Select Employer Group Volunteers of America of Greater Baton Rouge to get these meals delivered to residents who needed them most. In less than 45 minutes, Pelican team members made 1,100 meals with love and loaded them all into a van for delivery.



Section 705 FCU Donated \$3,100 in College Scholarships

Section 705 FCU is always looking for ways to encourage members to pursue their education.

One of the biggest ways is through two scholarship drawings annually. The 705 crew



congratulates Alex Domingue, winner of the \$1,250 scholarship, and Desanay Joseph, winner of the \$750 scholarship. The following students were Scholarship Finalists: Zachary Angelle, Ian Bourgeois, Blair Estilette, Tayler Gary, Courtney Granger, Lauren Hebert, Ian Naquin, Max Perret, Molly Rinaudo, Ann-Marie Stelly, and Ann-Marie Stutes. In addition to the scholarships awarded, each Scholarship Finalist received \$100.

UNOFCU Krewe Parades in St. Bernard Parish

UNOFCU's Krewe celebrated St. Bernard Parish's unique heritages in the St. Bernard Irish, Italian & Islenos parade with throws of cabbage, carrots, onions, lemons, potatoes, beads, and the official parade cup sponsored by UNO FCU. This year's float theme was "Join the UNOFCU Krewe - We treat out members like royalty!" Credit union staff, board members and friends enjoyed a picture-perfect day rolling in Chalmette, home of their St. Bernard Parish branch, along the other 1,500+ members throwing nearly 350,000 pounds of produce. "We've been in Chalmette for over one year now and are so pleased with the welcome that St. Bernard has extended to us," says UNOFCU CEO Chris Maurer. "Our participation in this annual event is anticipated throughout the year and an excellent opportunity to celebrate this vibrant community."



For more information on the value of League membership, please contact [Lacey H. Weaver](#), LCUL VP of Communications and Public Relations.