BENEFITS OF AFFILIATION
WE ARE STRONGER TOGETHER
GOVERNMENTAL AFFAIRS & ADVOCACY

- One of the League’s top priorities is to work continuously with Indiana’s congressional delegation and state legislators to promote and protect credit union interests in Washington and at the Statehouse. In Congress, we have had recent success protecting credit unions’ tax status in tax reform legislation and with the passage of the first significant regulatory relief bill in more than a decade. We continue to push for retail merchant data security improvements and additional regulatory reform. At the state-level, staff annually reviews more than 1,000 introduced bills identifying dozens each year that could impact federal and state credit unions. The League actively lobbies on many subjects including foreclosure and other real estate lending issues, a variety of lien protection issues, improvements to the State Credit Union Act and consumer lending laws, and many others.

- Annually, the League organizes very successful trips to Washington, D.C. including participation in the CUNA Governmental Affairs Conference, which is typically attended by more than 100 representatives from Indiana’s credit unions and the League, and Hike the Hill trips at other times of the year. Hike the Hill trips include visits to congressional offices and also have included a visit to the NCUA headquarters and to meet with NCUA board members and key staff. In addition, the League organizes congressional district meetings each year and attends numerous congressional and state-level candidate fundraisers.

- The League continues to encourage political involvement among credit union leaders and to successfully develop a strong, organized, and well-informed grassroots network through political programs like Adopt-a-Legislator, Members in the Know, VoterVoice, and Project Zip Code.

- Fundraising programs for our two political action committees, ICUPAC and INCU-PAC, have allowed us to contribute more than $150,000 in each of the most recent election cycles to Indiana state and federal candidates.
REGULATORY ADVOCACY & CONSULTING

• Considerable resources are focused on advocating for credit union interests on the regulatory front. Efforts include ongoing interface with regulatory agencies. This includes submitting comment letters to the CFPB, NCUA, the Fed; other agencies; regular interaction with the Indiana Department of Financial Institutions and detailed analysis of new and proposed regulations.

• Credit unions taking advantage of the League’s consulting services find the answers to many questions, including: How do we keep up with the multitude of regulatory changes and ensure that we are in compliance? Are we in compliance with the Bank Secrecy Act? What strategic lending initiatives should we consider? How should we approach planning for the future? Our consulting staff responds to over 2,400 questions each year by phone, email or in person.

• In 2016, the League partnered with AffirmX and added dues-supported services including the My Risk Inbox daily compliance newsletter and access to AffirmX’s catalog of training and compliance resources. These additional resources have an annual value of over $2,000 per credit union. In 2019, the League invested in AffirmXCU to provide a comprehensive suite of compliance management solutions for credit unions of all sizes.

• A dues-supported service with an annual value of more than $1,900 per credit union, CU PolicyPro provides an online Operations Policy Manual which contains more than 200 model policies that have been researched, developed and written specifically for credit unions by regulatory experts. CU PolicyPro not only includes the model policy content, but a full policy management system that allows credit unions to customize any model content to fit the credit union’s own operations. Currently, 121 credit unions have registered to use this resource.

• InfoSight is a dues-supported, Internet-based compliance system that provides a quick and seamless way to obtain answers to state or federal regulatory and compliance questions 24 hours a day, seven days a week. Indiana credit unions access this site over 2,500 times per year.
EDUCATION AND TRAINING

- League staff organized and/or presented more than 65 days of training to more than 1,000 credit union employees and officials from over 100 credit unions in the past year.

- The League plans a similar full calendar of events in 2020. Sessions are presented centrally at the League office, regionally in a number of locations, as inexpensive webinars and in one-on-one sessions at many credit unions. The League is known for providing high-quality presenters at reasonable prices. The League partners with a third-party provider of high quality webinars that adds more than 130 education events to the calendar each year.

- A special resource section devoted to credit union officials/volunteers is part of the League website.

- Based on the feedback from our affiliates, we provide training and education on the issues that are the most important to Hoosier credit unions.

- Throughout 2019, the League developed sessions and content specific to emerging leaders and young professionals. We will continue to offer content to this important group of credit union leaders in 2020 and beyond.
League President John McKenzie talked about the credit union difference on a TV broadcast.

COMMUNICATIONS/PUBLIC RELATIONS

- The League is committed to conveying and enhancing communications between and about Indiana credit unions. This includes the weekly League Link and In the Media emails, the Management Update newsletter and a variety of other communication vehicles.

- The League continues to focus on media interface, website enhancements and community relations efforts including financial literacy. We keep our affiliates up-to-date on important developments in the state as well as in the national credit union community.

- Indiana was one of the first few leagues to commit to statewide support of Open Your Eyes, CUNA’s national digital marketing campaign designed to increase consumer consideration of credit unions. It targets millennials and young parents who have displayed characteristics online that show they are in the market for financial services. The ad content addresses consumer misperceptions about credit unions including eligibility for membership and easy access to money. With support of Hoosier credit unions, the campaign is off to a strong start in our state.

- Key online resources for affiliates are available on the League website (www.icul.org) where the most popular content is related to compliance, regulatory/legislative information and education sessions.
Collaboration, teamwork, and leadership development are hallmarks of the League’s ignite program.

**COLLABORATION**

- The League serves as the primary vehicle for networking and collaboration among Indiana credit unions. The League is always looking for opportunities for credit unions to share resources.
- The League’s Working to Fight Fraud Group is a secure environment where credit unions share information and best practices for fraud mitigation and related issues.
- The League’s Marketplace portals allow affiliates to share documents with one another and hold online conversations with credit union peers.
- The ignite initiative began in 2007. The ignite working groups have developed 35 distinctive innovations to assist credit unions in serving their members, many of which have been piloted or implemented in Indiana.
- The League has helped the networking process for several groups of credit union professionals and volunteers/officials. These have included networking and collaboration meetings on technology, marketing and CFO-related topics.

**SAVE TO WIN**

- In 2016, the League launched Save to Win, an award-winning prize-linked savings product that incents members to save with chances to win prizes. Members open a 12-month certificate and earn entries in monthly and quarterly drawings by depositing as little as $25 per month. The prizes range from $25-$5,000, and state-level prizes are funded by Servicecorp. The program has been popular, with 19 credit unions currently participating, member savings of $13.1 million through the program and 984 winners of nearly $110,000 in prizes since the program was launched.
ANNUAL MEETING/CONVENTION

- This is a highlight for credit union management, staff and officials, allowing opportunities for education, general networking and the chance to meet with key vendors in an exhibit hall setting that are not available at any other time during the year.
- The League’s convention and annual meeting provides a forum for strengthening the credit union movement in our state. At the 2019 Convention in Indianapolis, the League hosted over 500 attendees from credit unions across the state. These credit unions represented 86 percent of members for all credit unions in the state.

THE INDIANA CREDIT UNION FOUNDATION

- Seven directors representing credit unions from throughout the state comprise the Foundation board and oversee this organization, which receives ongoing support from the League.
- The Foundation is committed to utilizing its resources for the betterment of credit unions through professional development assistance, disaster recovery, financial education, community outreach and ongoing credit union development programs.
- Donations come from numerous sources. The Foundation has received more than $1 million since its inception and has awarded more than $480,000 in scholarships and over $370,000 in grants. Most recently, this includes working with credit unions and credit union foundations in Indiana to provide financial literacy in their communities, helping credit union employees become Certified Credit Union Financial Counselors and ongoing support of the BizKid$ financial literacy program that airs on PBS stations.
CU SYSTEM COORDINATION

Dues are used by the League for interfacing, coordinating, and managing relationships on Indiana credit unions’ behalf with various state and national credit union system organizations (CUNA, NCUA, Indiana DFI, etc.)

USES OF DUES DOLLARS

• League dues represent less than one fourth of one percent on average of total Indiana credit union operating expenses, which is a lower percent than any time in the past 14 years. We are operating on a deficit budget in order to keep dues costs lower for credit unions.

• Affiliation with the Indiana Credit Union League provides value to our state’s credit unions in many areas. The chart above shows how the League uses dues dollars to provide key services for its affiliates. Each $100 in dues receipts is allocated as follows:
  • $34 for Governmental Affairs
  • $26 for Regulatory & Consulting Assistance
  • $17 for Communications/Public Relations
  • $ 9 for Education
  • $ 5 for the Annual Meeting/Convention
  • $ 9 for CU System Coordination