



# **BENEFITS OF AFFILIATION**

*WE ARE STRONGER TOGETHER*



*Rep. Trey Hollingsworth met with credit union representatives during a Hike the Hill event in 2019.*



*Senator Todd Young spoke to this group from Indiana's credit unions in his office.*

## 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 this year, we have actively engaged with our delegation on COVID-19 related issues and the needs of credit unions and their members. In recent years, we have successfully protected credit unions' tax status in tax reform legislation and helped pass the first significant regulatory relief bill in many years. 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 as well as to the CFPB headquarters. 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 INCULPAC, allowed us to contribute more than \$235,000 in the critical 2019-20 election cycle to Indiana state and federal candidates.



*This group representing Indiana's credit unions held an open discussion with representatives of the CFPB.*



*Representatives from Indiana's credit unions and the League met with NCUA Board Member Todd Harper at the League offices. Both Harper and NCUA Chairman Rodney Hood addressed credit unions in sessions at the League's 2020 Virtual Convention.*

## 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 2,500 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 CU Risk Intelligence 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, 129 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 3,000 times per year.





*Due to COVID-19, in-person sessions were replaced with webinars in 2020. The League made them available at no charge so affiliated credit unions could have access to important professional development opportunities.*



*More than 4,000 registrations were received for League sessions in 2020. Topics ranged from Financial Strategies in Response to the Pandemic, Collections and Compliance to Social Media, Fighting Fraud and Lending Strategies for Growth.*

## EDUCATION AND TRAINING

- Because of the COVID-19 pandemic, the League was not able to hold its planned schedule of in-person education and training opportunities for most of 2020. However, with the support of Servicecorp and the Indiana Credit Union Foundation, we offered over 50 free webinars, and we received more than 4,000 registrations among credit union employees and officials from 120+ Indiana credit unions in the past year.
- The League will continue to offer a strong line-up of virtual education and training opportunities early in 2021 with plans to add its usual array of in-person opportunities during the second half of the year as the COVID-19 situation is expected to improve. 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.
- The League continues to develop sessions and content specific to emerging leaders and young professionals.

# THERE'S A CREDIT UNION FOR EVERYONE IN INDIANA

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## COMMUNICATIONS/PUBLIC RELATIONS

- The League is committed to conveying and enhancing communications between and about Indiana credit unions. This includes the *League Link* and *In the Media* emails, the *Management Update* newsletter and a variety of other communication vehicles.
- 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. The campaign is performing well and includes materials that can be customized by credit unions, as well as educational videos about digital marketing and other support. With content retooled for relevance in the COVID-19 environment, this award-winning campaign targets GenX, millennials, young parents and other audiences who have displayed characteristics online that show they are in the market for financial services.
- 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.
- Key online resources for affiliates are available on the League website ([www.icul.org](http://www.icul.org)) where the most popular content is related to compliance, regulatory/legislative information and education sessions.





*In response to COVID-19, a Basecamp group for pandemic-related issues was launched—and is used frequently—so credit unions could share resources and information. Other active collaboration sites exist for fraud issues, business lending, marketing, technology and more.*



*The newest class of igniters met at the League office in early 2020. 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 Pandemic Response Information Share and Working to Fight Fraud Group are secure environments where credit unions share information and best practices regarding pandemic-related topics and for fraud mitigation and related issues.
- 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 for CEOs and on technology, marketing, CFO-related topics, lending/collections, compliance and emerging leaders.

## SAVE TO WIN

- This popular program has been available to League affiliates for five years. It is 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. Since the program was launched, members have saved \$19.3 million through the program, and there have been 1,197 winners of over \$145,000 in prizes.

**SAVE  WIN<sup>®</sup>**



## 86<sup>th</sup> Annual Meeting

October 9, 2020

Indiana Credit Union League

*The 2020 League Annual meeting was held virtually, and Indiana credit unions were well-represented.*



*The Indiana Credit Union Foundation's 2020 scholarship funds were reallocated to help support League education webinars so they could be offered at no cost to participants. This support aligns with the Foundation's commitment to supporting professional development.*

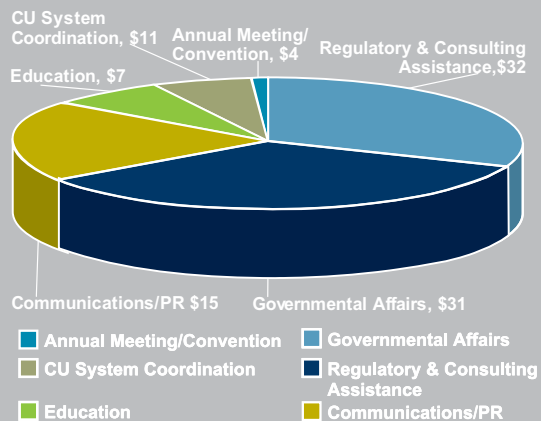
## ANNUAL MEETING/CONVENTION

- The Convention and Annual Meeting was a virtual event in 2020. Convention 2021 will be held in-person, 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 2020 virtual annual meeting and Convention, over 300 attendees from 77 credit unions across the state participated in 13 sessions. In total, there were over 1,500 individual registrations for those 13 sessions. These credit unions represented 90 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.
- Donations come from numerous sources. The Foundation has received more than \$1 million since its inception and has awarded more than \$485,000 in scholarships and over \$396,000 in grants. Historically, the Foundation's efforts include 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.
- 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.





## 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 15 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:
  - \$32 for Regulatory & Consulting Assistance
  - \$31 for Governmental Affairs
  - \$15 for Communications/Public Relations
  - \$ 11 for CU System Coordination
  - \$ 7 for Education
  - \$ 4 for the Annual Meeting/Convention



*Both of Indiana's Senators met with Hoosier credit unions during a trip to Washington, D.C. The COVID-19 environment has made in-person advocacy more difficult, but the League has kept in regular contact with federal and state legislative leaders.*

