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Indiana Credit Union League

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Gov. Eric Holcomb spoke to Indiana credit union representatives at the League's 87th Annual Meeting and 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.

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 to fight proposed IRS reporting requirements and potential threats to credit card interchange revenue. 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 motor vehicle electronic lien and titling, unclaimed property laws, 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.
- Although recently impacted by COVID-19, the League annually 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, Voter Voice, 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.



NCUA Board Chairman Todd Harper has visited the League office and met with credit union leaders from around the state.



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, 120 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.



Conferences, webinars and networks are presented throughout the state on a number of credit union specific topics.



More than 3,000 registrations were received for League sessions in 2021. Topics ranged from HR Challenges Through the Pandemic, Managing a Successful Branch, BSA, CECL, Lending Strategies and more.

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 and 2021. However, with the support of Servicecorp and the Indiana Credit Union Foundation, we offered over 50 free webinars, and we received more than 3,000 registrations among credit union employees and officials from nearly all affiliated credit unions in the past year.
- The League will continue to offer a strong line-up of virtual education and training opportunities early in 2022 along with providing an array of in-person conferences throughout the year. 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 150 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.

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COMMUNICATIONS/PUBLIC RELATIONS

- The League is committed to conveying and enhancing communications between and about Indiana credit unions. This includes a variety of email and digital communications that are used to share information for and about credit unions.
- 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. 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) where the most popular content is related to compliance, regulatory/legislative information and education sessions.



The League offers several Basecamp groups for affiliates so credit unions can share resources and information. Active collaboration sites exist for fraud issues, business lending, marketing, technology and more. The site devoted to pandemic issues was especially active in 2020 and the first part of 2021.



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 one of several secure online environments where credit unions can share information and best practices that can benefit their credit unions.
- The ignite initiative began in 2007. The ignite working groups have developed 38 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.



Indiana credit unions were well-represented at Convention 2021.



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.

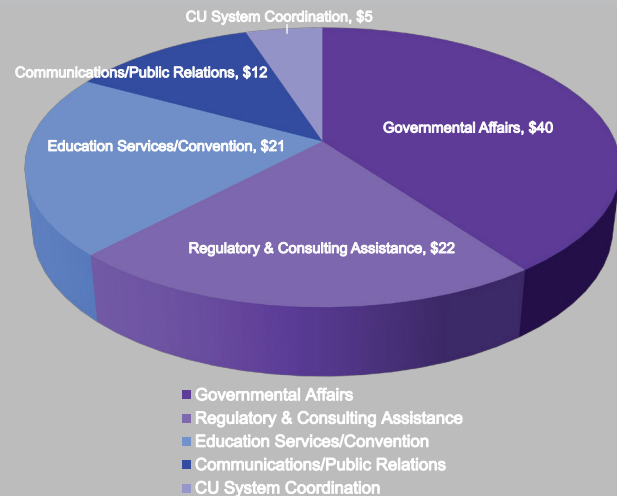
ANNUAL MEETING/CONVENTION

- After a pandemic-related hiatus in 2020, Convention 2021 was 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 2021 event, more than 400 attendees from 60 credit unions across the state participated. These credit unions represent 80 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:
 - \$40 for Governmental Affairs
 - \$22 for Regulatory & Consulting Assistance
 - \$21 for Education Services/Convention
 - \$12 for Communications/Public Relations
 - \$5 for CU System Coordination

