



OHIO CREDIT
UNION LEAGUE

Small Credit Union Resource Guide to Success

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For the Ohio Credit Union League's Small Credit Union Success Task Force



Introduction

Small credit unions are challenged in many ways. The pace of change in the financial institutions arena is increasing with new and different services and technology advancements. Internal resources in small credit unions are often limited and staffs must wear many hats.

The good news is that many small credit unions desire more and better services while remaining viable financial institutions. Fortunately, today there are many low cost resources for small credit unions to use to help them keep pace with the many changes in the financial institution industry. Companies that can directly assist in the delivery of products and services are available to help keep small credit unions competitive and viable.

This “Small Credit Union Resource Guide to Success” is one means of directing small credit unions to the resources they need. The companies listed in this Guide have special services designated for small credit unions. We hope you find the information valuable and useful.

Acknowledgments:

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Small Credit Union Success Task Force

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SECTION I

OHIO CREDIT UNION SYSTEM

The Ohio Credit Union System (Ohio Credit Union League, OCUL Services Corp) values the small credit union and provides programs to help the small credit union continue to serve their members with the latest products and services.

EDUCATION AND LEARNING

The League provides a 50% discount off the full price of education sessions sponsored by the Ohio Credit Union League/CUNA, OCUL Services Corp. and the Ohio Credit Union Foundation.

A 66% discount is offered for Zenith, the annual convention.

CUNA's Webinars are discounted \$50 for small credit unions.

InfoSight

Your online compliance manual, delivering accurate, concise and detailed information.

Your resource for help with Ohio and Federal laws and regulations.

Go to www.ohiocreditunions.org. Click on InfoSight. This section is password protected for League members only.

R & I COMPLIANCE HOTLINE

A core service offered to OCUL-affiliated credit unions. Staffed by dedicated, knowledgeable staff. Whatever the topic – compliance, information, operations, issues etc., Call the Hotline!

Call the OCUL Hotline 1-800-486-2917.

SHARE CERTIFICATES

A comprehensive guide to implementing a share certificate program – topics include how to get started on a program, decisions/issues, policy considerations, regulatory requirements, strategic planning, and marketing.

Call the OCUL R & I Department 1-800-486-2917.

SECTION II OCUL SERVICES CORP

SHARED BRANCHING

Shared Branching has been in existence since the early '80's and represents the true cooperative nature of credit unions. Shared branching is facilitated by a credit union's data processor and the switch – eFunds, EDS, or CUSC. This product is perfect for smaller credit unions that may have limited hours, housed inside a facility that makes it difficult for family members to transact business or have a field of membership that may have a number of members in another state. Shared branching also helps with members who go on vacation. They may use the shared branching network any where it exists.

Because of the growing number of branch locations throughout the United States, a small credit union that joins the Network, can market to their members that they have just opened over 2000 branches to serve their members! Shared branching is a great disaster recovery tool (now recommended by NCUA), provides an avenue for member retention, and increases credit union credibility.

For more information, go to OCUL's website, www.ohiocreditunions.org or call Marty Auxter at 800-486-2917.

MEMBERSHIP EXPANSION

In 1985, there were over 1,200 credit unions in Ohio. Today, there are fewer than 500. There are many reasons, including lack of strategic planning, a small credit union CEO retiring, lack of member services, etc. One of the top reasons is that credit unions fail to recognize the need for diversification, growth, and the problems of reliance on one employer or association group. As employers have failed, so have credit unions, causing them to merge or liquidate.

Yet, less than 25% of Ohioans are credit union members...meaning 75% of Ohioans are not! The potential of serving small employee groups (SEGs), associations, communities and more are extraordinary!

Expanding your field of membership opens up a new and brighter future for both existing and future members. If your credit union is seeking to expand to serve a community, federal and state regulators require various documents, research and plans to illustrate how the credit union will serve the community over time.

To assist you in compiling the necessary data, call Dave Fearing or Dave Shoup at 800-486-2917.

CREDIT AND DEBIT CARDS

Supported by the Illinois Credit Union League Services Corp, the National Apollo Program is a credit and debit card program designed for credit unions under \$20,000 in assets. The credit union maintains control over the program by setting the APR, determining lines of credit, approving the member for a credit card or for a debit card, and determining any fees.

The National Apollo's responsibilities are to support operational issues, contract with the processor for 24 hour security/fraud handling, 800 number for member inquires, weekly accounting reports, monthly member statements and plastic issuance.

For more information, contact Sara Hanselman at 1-800-486-2917 or Julie Boardman at 1-800 942-7124 Ext. 3713.

EZ LAUNCH CREDIT CARD PROGRAM

EZ Launch is a turnkey credit card program enabling your credit union to enter the credit card market with absolutely no risk to your credit union. ICUL Service Corporation will perform loan underwriting, collections and assumes all expenses and risk of loss. By participating in this program, you can compete in the credit card market by serving your members' needs on a higher level. Today, your members can choose from among many different types of credit cards. Why not have them choose yours? This way both you and your members win.

For more information, contact Sara Hanselman at 1-800-486-2917 or Julie Boardman at 1-800-942-7124 Ext. 3713 or www.iculsc.com/services.

SECTION III

CORPORATE ONE FEDERAL CREDIT UNION

ACH & DIRECT DEPOSIT

Today, the ability to provide electronic debits and credits for your credit union members is a critical core financial service. Without Automated Clearing House (ACH) capabilities, the success of many of your programs (share drafts in particular) is in jeopardy. Corporate One Federal Credit Union provides the skills necessary to implement and operate ACH services for your credit union, including expertise, warehousing, settlement, compliance, reporting and dedicated staff.

For information about ACH and Direct Deposit contact Corporate One FCU at 1-800-282-2560 or 1-614-825-9200, ext 2264 or www.corpone.org.

AUTOMATED TELLER MACHINES

Consumers today rely heavily on convenience. They demand their money when they want it or need it. Research shows that for younger members, the need for convenience is even greater.

Through an arrangement with Money Access Services, Inc., Corporate One offers the MAC network to credit unions, the largest processor of ATM transactions and the leading provider of Electronic Fund Transfer (EFT) services. In addition, credit unions can join Alliance One through Corporate One, offering selective-surcharging ATMs across the country. The Alliance was formed to provide credit unions the ability to offer their members access to surcharge-free ATM terminals – especially when traveling.

For more information, contact Corporate One FCU at 1-800-282-2560 or 1-614-825-9200 or www.corpone.org.

SHARE DRAFTS

Share draft programs allow credit union members flexible and personalized access to their funds and present the credit union to your members as a primary financial institution. Share draft processing is a valuable part of any credit union's member service.

Corporate One FCU processes share drafts by making complete, descriptive transmissions of today's share draft data directly to your data processing system. Each transaction is recorded using digital imaging which allows for quick retrieval at any time.

Corporate One FCU is a national leader in producing the necessary equipment to ensure the truncation of checks and issuing Substitute Checks to comply with Check 21.

For more information, contact Corporate One FCU at 1-800-282-2560 or 1-614-825-9200.

INVESTMENTS

Corporate One offers members a wide array of flexible, competitively priced investment solutions. Members value an investment partner who looks after their best interests and has solutions to maximize their yield.

Corporate One has a wide selection of flexible investment solutions at competitive rates, which can maximize a credit union's investment safety and soundness. Their lending staff can tailor solutions to fit the credit union's daily operations and meet their asset/liability needs.

For more information, contact Corporate One FCU at 1-800-282-2560 or 1-614-825-9200.

SECTION IV

THE FILENE RESEARCH INSTITUTE

SMALL CREDIT UNION PUBLICATIONS

The Filene Research Institute examines vital issues affecting the future of credit unions and consumer finance. Through this unique, non profit organization, leading scholars and consultants analyze managerial problems, public policy questions and consumer needs.

Members of the Filene Research Institute can receive publications free of charge. Non member cost is \$125 per publication.

Three publications that focus on small credit unions are

- *Outsourcing and Sharing Credit Union Management* (88 pages)
- *Small Credit Union Data Processors: Survey Results* (16 pages)
- *Why Many Small Credit Unions Are Thriving* (10 pages)

For more information, contact Filene Research Institute at 1-608-231-8550.

SECTION V

CREDIT UNION NATIONAL ASSOCIATION (CUNA)

CUNA is the national trade association for credit unions. It provides information for credit unions on many subjects relevant to operations, development, training and compliance. All the information is available from their website at www.cuna.org.

SCHOLARSHIPS & DISCOUNTS

CUNA's Center for Professional Development scholarship program assists small credit unions interested in eLearning Training Programs. This scholarship was designed to help smaller credit unions fund the course subscription costs for online learning. For details or to apply, visit www.training.cuna.org/lms/wbt_online_frm.html.

A "Credit Union Front Line Newsletter" scholarship is available to small credit unions interested in a subscription. This scholarship program was designed to help smaller credit unions with the newsletter subscription cost. For details or to apply, visit www.training.cuna.org/on_site/cuteller_scholarship_frm.html.

Education discounts are also available to various CUNA events. For details visit www.cuna.org.

LEARNING OPPORTUNITIES

The CUNA Center for Professional Development (CPD) designs training materials specific to credit unions. CPD resources are available to help develop skills and credit union careers at all levels and areas of credit union operations. Some of the books and guides are

- Credit Union Model Policies Small credit union price \$60
- PCA Checkup – calculate
net worth ratio
- Board of Directors Handbook Price \$24.95
- The Power of Business Ethics Price \$29.95
- Electronic Services Price \$29.95

To order these and other informative books contact CUNA at 1-800-356-8010, press 3 or www.cuna.org.

SECTION VI

CUNA MUTUAL GROUP (CMG)

While CUNA Mutual Group is most known for providing the Fidelity Bond and Directors and Officers Liability insurance, CUNA Mutual offers a wide variety of training and educational opportunities for credit unions. Webinars (learning over the Web) are provided so that a number of employees can learn at the same time and for one price. Employee benefits are also available through CUNA Mutual Group

For more information, contact CUNA Mutual at www.cunamutual.com.

CUPRO

For help with asset/liability management to make critical decisions in your credit union, consider CUPRO, an asset/liability management software designed exclusively for credit unions through which you'll be able to perform detailed financial analyses and evaluate your credit union's financial performance

For more information, contact your CUNA Mutual representative at 1-800-333-2644 or www.cunamutual.com.

LOANLINER

Want to start a home equity program? Enhance your lending process for open or closed-end home equity loans with LOANLINER's Home Equity lending system.

Using LOANLINER ensures legal compliance with Truth-in-Lending laws, Equal Credit Opportunity laws, and CUMIS Bond underwriting standards. CUNA Mutual provides complete training programs, comprehensive manuals and data processing support.

For more information contact your CUNA Mutual representative at 1-800-333-2622 or www.cunamutual.org.

SECTION VII NATIONAL CREDIT UNION ADMINISTRATION (NCUA)

SMALL CREDIT UNION PROGRAM

The Small Credit Union program provides direct assistance to credit unions through an NCUA Economic Development Specialist. A credit union must possess one of the following in order to be eligible for national enrollment in the SCUP:

- Low-income designation
- Less than \$10 million in assets
- Group wanting to charter a credit union
- Newly chartered credit union less than 10 years old or less than \$10 million in assets.

NCUA, Region III has conducted outstanding yearly SCUP seminars in Ohio. Small credit unions are highly encouraged to be represented, sending available staff and/or officials. It is a real learning experience and a great opportunity to converse with peers.

For more information, go to www.ncua.gov and click on Credit Union Development.

**SECTION VIII
NAT'L FEDERATION OF
COMMUNITY DEVELOPMENT CUS
(NFCDCU)**

The NFCDCU was established in 1974 by a coalition of low-income credit union leaders dedicated to revitalizing low-income and minority communities. NFCDCU helps community development credit unions (CDCUs) provide affordable loans, secure savings, basic financial education and other vital services to low-income and minority consumers who might otherwise fall victim to predatory financial services.

For more information call 1-212-809-1850.