

Mobilizing the Movement



Credit Union Association of New York rally



CUNA continued its efforts to effectively mobilize the credit union movement in defense of the credit union tax exemption on three main fronts:

1. Successfully urging credit union supporters to contact their lawmakers;
2. Unprecedented leveraging of social media through two "Don't Tax Tuesday" social media blitzes; and
3. Providing credit unions with a common rallying point: Don't Tax My Credit Union!

The Don't Tax My Credit Union campaign continues to evolve. CUNA focused on in-district meetings and town hall opportunities during the August recess. Leagues and credit unions took advantage of more than 560 town hall and public forum opportunities (either in person or online) to share the Don't Tax My Credit Union message with lawmakers. Several leagues held rallies in their state capitols, and the Nebraska League and CUNA jointly sponsored a radio ad on key stations in that state.

BY THE NUMBERS:

- More than **one million** Hill contacts, mostly by email.
- **Three million** Facebook and Twitter users exposed to the Don't Tax message.
- More than **7,100** tweets during two #DontTaxTuesday campaigns.
- About **28 million** impressions targeted by paid online advertising.
- **DontTaxMyCreditUnion.org** generated **1.3 million** page views from more than **550,000** unique visitors.

Mobilizing the Movement continued...

CUNA introduced more activities once Congress returned to Washington, including:

- “No Le Cobren Impuestos a mi Credit Union,” the Spanish-language version of the campaign, including a website, video, action center, and credit union toolkit.
- A National Virtual Rally in October, which featured a heavy social media presence



driving to a revamped www.DontTaxMyCreditUnion.org website to generate new contacts.

- A massive Hike the Hill presence, with credit union representatives from 28 states visiting Washington in September and October.
- The relaunch of a new online advertising component, including targeted online activation.

Creating Awareness Among Regulators

Credit unions are different from other financials. That continues to be the point we drive home to regulators. This furthers our commitment to “creating awareness”—a key part of our shared agenda in attaining a common vision for credit unions under our “Unite for Good” initiative.



We urged the Financial Accounting Standards Board (FASB) to include credit unions under new definitions that would better reflect credit unions’ purpose, democratic control, and structure than current requirements—and provide credit unions with some needed financial reporting relief.

Diligently Monitoring Housing Finance Reform

Housing finance reform – including the future of Fannie Mae and Freddie Mac – is a hot-button issue in this Congress. CUNA has been testifying on behalf of credit unions, stressing that any new system facilitate credit union mortgage lending so credit unions can continue to be a source of reliable mortgage credit for our members.

CUNA has weighed in with concern regarding both of the major bills on this matter, encouraging the House Committee in particular to do more to ensure consumers continue to have access to mortgage products with predictable payments—like the 30-year

fixed-rate mortgage—and to ensure credit unions have access to a well-regulated and well-capitalized secondary mortgage market.

The House is expected to consider housing finance reform legislation this fall, while the Senate Banking Committee continues to work on its legislation.

CUNA also developed a mortgage issues working group to create a survey of credit unions to measure costs and difficulties complying with the CFPB’s mortgage rules. CUNA will use the findings to provide additional data and feedback to the agency.

ACUC Taps Into CU Spirit



Many ACUC attendees demonstrated their support for “Unite for Good” T-shirts when visiting NBC’s “Today Show” in New York City.

The atmosphere was electric as more than 1,200 participants took every opportunity to tell the credit union story and Unite for Good during the America’s Credit Union Conference in New York. Some highlights:

- CUNA equipped attendees with “action packs” to Unite for Good by providing checklists and ideas behind our three objectives of creating awareness, fostering service excellence and removing barriers.
- Credit union activists crowded the outdoor set of the popular Today Show, wearing their Unite for Good t-shirts to show their commitment to achieving our shared strategic vision, “Americans choose credit unions as their best financial partner.”
- CUNA Chairman Pat Wesenberg advocated for greater use of social media by credit unions, particularly as we press Congress with our “Don’t Tax My Credit Union” message, and to create awareness, foster service excellence and remove barriers in our “Unite for Good” campaign.
- We also used our time in the New York media hub to get out the Don’t Tax My Credit Union message. We met with national broadcast and print outlets, including Fox Business News and Bloomberg Radio. We also ran a “Don’t Tax My Credit Union” advertisement on the jumbotron in Times Square.



From left to right: America’s CU Conference attendees were united in both their apparel and their desire to “Unite for Good”, attendees pause for a “photo-op”; CUNA Board continued their dialogue at their September Board meeting on removing barriers, raising awareness and fostering service excellence, here they take a break for a quick photo.

New Compliance Resources for Mortgage Rules

Wondering how to get ready for the CFPB's January effective date? CUNA's Compliance Team has been listening. CUNA consolidated all of the compliance resources related to the mortgage rules so credit unions can easily access them from one page.

The new member-only page, "Compliance Resources – CFPB Mortgage Rules," is your one-stop resource for helpful questions and answers, CompBlog posts, charts, eGuide entries, webinars, and other supplementary materials.

You can find it at cuna.org/compliance or choose "Compliance Resources – CFPB Mortgage Rules" from the drop-down menu on the Compliance tab.



And in partnership with PolicyWorks, CUNA also developed two resource bundles designed to facilitate credit unions' management and implementation of the new mortgage compliance regulations.

Welcome, Gigi Hyland!



In late August, former National Credit Union Administration Board Member Gigi Hyland started as executive director of the National Credit Union Foundation.

She'll operate from NCUF's Washington office, located in CUNA's Washington-D.C. office. Hyland succeeds Wendell "Bucky" Sebastian, who retired June 30.

The NCUF Board [recently approved](#) 16 new Biz Kid\$ grants for 2013, totaling \$124,961. The new grants engage the credit union movement in using Biz Kid\$ and its curriculum to build students' financial literacy and economic education skills. Biz Kid\$ is the Emmy award-winning and credit union-sponsored TV series airing nationally on PBS.



CUNA
OPERATIONS, SALES
& SERVICE COUNCIL



CUNA
TECHNOLOGY COUNCIL

The CUNA Operations (OpSS) and Technology Councils awarded 12 credit unions with OpSS & Tech Excellence Awards:

Five Excellence in Technology Awards were presented at the CUNA Technology Council Conference to the following CUs:

- Community America CU, Lenexa, KS
- Element FCU, Charleston, WV
- Gesa CU, Richland, WA
- Virginia CU, Richmond, VA
- Motorola ECU, Schaumburg, IL

Excellence in Operations, Sales & Service Awards were presented at the CUNA Operations Sales & Service Council Conference to the following CUs:

- Empower FCU, North Syracuse, NY and Red Canoe CU, Longview, WA
- Element FCU, Charleston, WV (< \$150 Million)
- NYMEO FCU, Frederick, MD (\$150 Million - \$500 Million)
- TwinStar CU, Lacey, WA (> \$500 Million)
- General Mills FCU, Minnetonka, MN (\$150 Million - \$500 Million)
- Numerica CU, Spokane Valley, WA (> \$500 Million)
- Neighbors FCU, Baton Rouge, LA (> \$500 Million)

 **Of Interest**

- Credit unions saved more than **\$17 million** (through June) by using CUNA Strategic Services alliance providers.
- The Councils celebrated a record **5,860** members in 2013.
- CUNA is rolling out nine new Bank Secrecy Act (BSA) Training on Demand courses.
- CUNA released a Compensation Analytics tool, a cloud-based interactive tool that allows credit unions to set competitive and attractive salary packages for their staff and executive teams.
- News Now generates **500** stories per month and has received more than **500,000** page views by **360,000** unique visitors.
- CUNA just rolled out a new partnership with the Paragon Group to offer board evaluations tools and consulting services.
- Nearly **13,000** credit union employees took **90,711** courses and exams on CUNA CPDOnline.
- CUNA awarded the CCUE designation to **65** graduates of the Madison CUNA Management School.
- CUNA state government affairs updated the Membership and Loans sections of its Comparative Digest of State Credit Union Acts.
- aSmarterChoice numbers from 6/1-9/30: **89,651** visits, **74,285** unique visitors, **70,961** credit union searches.

CUNA in the Media

CUNA's communications efforts continue to garner mentions in major publications, such as:



Inside Exchange



[Inside Exchange](#) now has more than 2,000 views. The quick, video interview format with top leaders such as Bill Cheney, CUNA's President and CEO, Trey Hawkins, CUNA's Vice President of Political Affairs, Mary Dunn, CUNA's Senior Vice President & Deputy General Counsel and Elisabeth Leamy, Journalist/Author/Speaker is a popular tool for league and credit union board meetings. Check out the latest on the CUNA-League partnership on state governmental affairs with CUNA SVP of League Relations Pat Sowick.