

Obtain Initial Board Approval to Research Serving the Hispanic Market

Right about now you're asking: Why do we need to ask the board of directors for their blessing to research a special initiative to reach out to serve Hispanics? Some boards of directors may not realize how the growing Hispanic market could benefit your credit union. You may need to show your board the impact this market may have.

You may not need board approval if that market already is included in your credit union's field of membership. But getting board support is always advisable. That's because you want your Hispanic initiative to have the full support of the credit union—from top to bottom. If your staff knows the board is marching toward the Hispanic outreach program, staff will get in lockstep behind that effort.

Of course, reaching out to serve this market will take a plan so your credit union can marshal its

resources. The "Hispanic Quick-Start Kit" has most of the tools you'll need to do this.

Where should you start? At the beginning of course, with a project plan. You want to present an organized look and approach to your effort. We've created a template for you to complete and distribute to your board of directors. And we've included a Microsoft PowerPoint presentation that you can modify and present to the board for its approval to proceed.

The "Hispanic Quick-Start Kit" is a full-fledged project management plan that walks you—step-by-step—through the process of building an outreach program.



Serving the Hispanic Market Project Plan

Date:

Project Mission: The Serving the Hispanic Market project's mission is to:

Statement of Opportunity: The Serving the Hispanic Market project's opportunities are:

Business Objectives: The Serving the Hispanic Market project is being conducted to:

Project Scope: The Serving the Hispanic Market project will consist of the following areas:

Assumptions: The Serving the Hispanic Market project assumptions are as follows:

Risk Management: The Serving the Hispanic Market project risks are as follows:

Project Essentials Defined:

- Budgeted dollars:
- Revenue expectations:
- Break-even analysis:
- Team members and roles:
- Project start date:
- Project completion date:
- How the Hispanic project will be developed (internal/external/both):
- How the project will be delivered (print/CD/Web):
- Who will fulfill the project (internal/external):
- How the project will be marketed:
- How the resulting products and services will be priced:
- Competition:

Serving the Hispanic Market

Analysis Request

ABC Credit Union
Date

ABC Credit Union's Mission

The mission of ABC Credit Union is to.....

Current Statistics

- The 2000 U.S. Census projections indicate that the Hispanic population is the fastest growing and the largest minority segment.
- 39 million Hispanic people live in the United States according to the 2000 U.S. Census.
- _____ number of Hispanic people live in ABC Credit Union's field of membership.

ABC Credit Union's Future

- The future growth of ABC Credit Union depends on serving the Hispanic member. Here are a few facts:
 - According to the 2000 U.S. Census, nearly half of all Hispanics are younger than age 25.
 - According to CUNA's *Credit Unions Serving Hispanics: A National Perspective*, "Latinos are the fastest growing consumer segment in the country. The Latino population soon will have \$700 billion in purchasing power. Yet nearly half of the Hispanic community is largely without financial services."
 - 48% of Hispanics own a home.



ABC Credit Union's Future

- The future growth of ABC Credit Union depends on serving the Hispanic member. Here are a few facts:
 - The average annual income of the Hispanic market is \$44,468.
 - U.S. Hispanic purchasing power ranks 8th among the top 10 economies of the world.
 - By 2008, \$1 out of every \$10 consumers spend will come from this market.
 - Wealth acquisition rate of Hispanics is two times that of the general population.



How Can ABC Credit Union Serve the Hispanic Market?

- ABC Credit Union can offer products and services to the Hispanic community. Some examples are:
 - Checking and savings
 - Loans – auto, mortgage, credit card
 - Money transfers
 - Check cashing
 - Financial education and counseling
 - Tax preparation
 - Retirement accounts
 - Payroll cards
 - Bilingual Web content
 - Remittance services



How Can ABC Credit Union Serve the Hispanic Market?

- ABC Credit Union can provide a safe and comfortable environment. Some examples are:
 - Large waiting room/children's room for the extended Hispanic family
 - Bilingual signage (internal and external)
 - Bilingual employees
 - Bilingual promotional and informational pieces
 - Hours of service that accommodate the Hispanic family's schedule
 - Branch offices



How Can ABC Credit Union Serve the Hispanic Market?

- ABC Credit Union can reach out to the Hispanic community. Some examples are:
 - Working with regional Mexican consulate offices
 - Partnering with local community centers and churches
 - Sponsoring local soccer leagues
 - Partnering with local Hispanic festival events



Asking for Analysis Approval

- ABC Credit Union is asking for the board's approval to perform the following analysis prior to committing to serve the Hispanic market.
 - Identify regulatory processes and procedures.
 - Perform market research to measure market potential.
 - Research support from other credit unions and community partnerships.
 - Analyze the types of documentation accepted.
 - Analyze product offerings.
 - Analyze service offerings.
 - Analyze the facility, technical, and legal infrastructure.
 - Identify measurement needs.



Costs and Time Frame for Analysis Approval

- ABC Credit Union is estimating the following costs and time frame to perform the following analysis:
 - Identify regulatory processes and procedures.
Cost: \$ _____ Time frame: _____
 - Perform market research.
Cost: \$ _____ Time frame: _____
 - Research support from other credit unions and community partnerships.
Cost: \$ _____ Time frame: _____



Costs and Time Frame for Analysis Approval

- ABC Credit Union is estimating the following costs and time frame to perform the following analysis:
 - Analyze the types of documentation accepted.
Cost: \$ _____ Time frame: _____
 - Analyze product offerings.
Cost: \$ _____ Time frame: _____
 - Analyze service offerings.
Cost: \$ _____ Time frame: _____



Costs and Time Frame for Analysis Approval

- ABC Credit Union is estimating the following costs and time frame to perform the following analysis:
 - Analyze the facility, technical, and legal infrastructure.
Cost: \$ _____ Time frame: _____
 - Analyze measurement needs.
Cost: \$ _____ Time frame: _____

Total estimated analysis costs and time frame:
Cost: \$ _____ Time frame: _____



Next Steps/Time Frame

- Upon approval to perform the stated analysis, ABC Credit Union will present its findings at our second board approval meeting scheduled for _____.

Thank you
for your
consideration.