

South Dakota Credit Union League

Statement of Commitment to Member Credit Unions

As a member-owned, not-for-profit trade association, the South Dakota Credit Union League is committed to our member Credit Unions. We will uphold our fundamental responsibility to actively serve Credit Unions in South Dakota. We will offer all Credit Unions honest and direct advice at all times. We will deliver a range of products and services to the diverse economic and social make-up of our member Credit unions. We will look for better ways to reach out to provide services that give our member Credit Unions a competitive edge in the financial field. And we will continually, in all facets of operations, demonstrate the value of membership in the South Dakota Credit Union League.

We will monitor and communicate our services to Credit Unions in a meaningful way so that member Credit Unions, legislators, regulators, and the community at large will understand and appreciate the unique role that member-owned financial cooperatives play in their lives. Throughout the South Dakota Credit Union League's strategic plan, we will put forth every effort to enable our member Credit Unions to become self-sufficient and successful.

This *Statement of Commitment to Member Credit Unions* is consistent with the principles of "Not For Profit, Not For Charity, But For Service" and the philosophy of "People Helping People". This statement represents good business practices that ensure the financial strength of the League on behalf of our members.

Section 1: *Service to Member Credit Unions*

The South Dakota Credit Union League strives to offer services designed to improve the economic well being of *all* Credit Unions serving *all* socio-economic levels, including our low- and moderate-income Credit Unions. Current services that assist our member Credit Unions:

1. Two League staff consultants provide up-to-date information to Credit Unions about regulatory issues and best business practices.
2. The League provides legislative updates and grassroots advocacy leadership.
3. The League provides cost saving contracted prices on products and services for Credit Unions through the endorsed vendors program.
4. The League works to promote a strong Chapter network to provide local education to Credit Unions.
5. The League provides a call center and online services to Member Credit Unions.

Section II: *Member Education*

The South Dakota Credit Union League is committed to providing education opportunities with a wide array of topics, including financial and strategic planning, and credit union uniqueness, philosophy, and values. Current Programs include:

1. The League's Grassroots Advocacy Program for national and state policy makers.
2. The self-paced educational modules (STAR, MERIT etc.).
3. The League sponsored Staff Training, and Volunteer Training sessions.
4. The League Annual Meeting
5. The Dakotas' Marketing Workshop
6. The Dakotas' Managers/Directors Conference
7. The Dakotas' Fall Institute
8. The League provides monthly publication to update and educate Credit Union staff and volunteers.

Section III: *Involvement/Governance*

The South Dakota Credit Union League will endeavor to preserve credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

Current Programs that support Involvement/Governance:

1. The League provides a Manager's Forum twice a year.
2. A Board Chairperson's Forum is held once a year.
3. A Volunteer Forum and Staff Forum is held during the League's Annual Meeting.
4. Educational workshops are held when needed throughout the year. A Compliance Workshop and a Call Center Technology Conference are two examples.
5. Once a year the League holds a new Managers training session.
6. The League has two Staff Consultants that work with member Credit Unions.

Section IV: *Diversity*

The South Dakota Credit Union League recognizes the value of demographic diversity in staff as well as in volunteers, and will strive to bring people of diverse backgrounds and experiences into leadership and other roles at the Credit Union League.

Current Programs that Promote Diversity:

1. The Board of Directors is made up of individuals who serve their Credit Union and volunteer with the League Board.
2. The League Board works to ensure that the Board's diversity is considered when vacancies arise.

Section V: *Commitment to the Credit Union Movement and other Cooperative Activities*

The South Dakota Credit Union League will work to build and strengthen our unique Credit Union Movement by providing financial and in-kind resources to others within the credit union community, and by actively advocating the Credit Union difference at all levels of government and in other appropriate public forums. In addition, the League will participate in local, state and,

national cooperative activities as appropriate, and will strive to build and strengthen relationships with other sectors of the national cooperative movement.

Current Activities that Support the Credit Union Movement:

1. The League participates in the Annual South Dakota Cooperative Hall of Fame Banquet.
2. The League is a member of the National Business Cooperative Association and participates in their activities.
3. The League provides support for consumer advocacy issues that are being moved forward by other cooperatives.

Section VI: *Public Service / Corporate Citizenship*

Through direct financial support or other in-kind contributions to worthwhile local organizations, and by participating in public service activities, the South Dakota Credit Union League strives to be an active partner in our state. We recognize that practicing good Corporate Citizenship supports the Credit Union Philosophy of People Helping People; furthermore, it will help raise the overall level of social and economic well being of those in our community, help to strengthen ties within the community, and better position us to reach out and serve – as only credit unions can – those people in greatest need of affordable financial services.

Corporate activities:

1. The League is a member of the South Dakota Retailers Association and the Sioux Falls Chamber of Commerce.
2. The League financially donates to a number of area and statewide non-profits, to better the community we live and do business in.
3. The League is a member in good standing with the Credit Union National Association (CUNA) and work with them on numerous public service projects.
4. The League will provide financial support to member Credit Unions in need.