

PROJECT DIFFERENTIATION

Educational Employees Credit Union Statement of Commitment to Members

As a leader among member-owned, not-for-profit financial cooperatives, Educational Employees Credit Union (EECU) is committed to providing our members with superior financial services and value. We will provide these services to people within our field of membership, and as appropriate, the communities in which they live.

We will conduct business with our members in a compassionate, respectful and dignified manner. EECU will deliver a variety of low- or no-fee financial services to this diverse group that makes up our field of membership and potential membership. We will look for better ways to reach out to the under-served population within our field of membership.

In addition, we will continue to demonstrate our social responsibility by educating young people about smart savings and spending habits. And we will continually demonstrate the value of credit union membership at EECU.

We will communicate our services to members in a meaningful way so that members, potential members, regulators, legislators and communities-at-large will understand and appreciate the unique role that EECU, a member-owned financial cooperative, can (and does) play in their lives.

Throughout EECU's strategic plan, we will put forth every effort to enable our members to experience economic growth. We will continue to place high importance on member education and encourage members to become financially responsible and financially self-sufficient, as well as provide the services needed for them to do so at their convenience.

This Statement of Commitment to Members is consistent with our credit union motto of *"Not for Profit; Not for Charity – But For Service,"* as well as our philosophy of *"People Helping People."* This statement represents good business practices which ensure the financial strength of our credit union on behalf of our members.

Section I: Service to Our Members

EECU strives to provide financial services designed to improve the economic and social well-being of all members from all socio-economic backgrounds, and return financial value to all those who participate in our member-owned financial cooperative.

EECU offers many services to help improve the economic and social well-being of our members, including:

Account Services

- Savings Accounts
- Free Checking Accounts
- Overdraft Protection Lines-of-Credit
- Free Overdraft Protection from Savings
- Certificates of Deposit
- Smart Saver CDs
- IRA CDs
- Holiday Club Accounts
- Special Savings Accounts
- Child Accounts
- Teen Accounts
- Senior Accounts
- Roth IRAs
- Traditional IRAs
- Money Market Accounts
- Trust Accounts
- Organizational Accounts
- Missouri Uniform Transfer to Minors Accounts
- Savings Bonds

Loan Services

- New and Used Auto Loans
- Recreational Vehicle Loans
- Boat Loans
- Motorcycle Loans
- Computer Loans
- Personal/Signature Loans
- Share Secured Loans
- CD Secured Loans
- VIP Loans
- Lump-Sum Loans
- VISA Gold Card
- VISA Classic Card
- VISA Secured Card
- VISA Convenience Checks
- Student VISA
- Smaller Loans
- Student Loans
- Tuition Loans

Home Equity Lines-of-Credit
Home Equity VISA Access Card
Home Equity Convenience Checks
Closed-End Second Mortgages

Convenience Services

Free Internet Banking (EECU On-Line)
 Real-time Transactions
 Live-time Transfers (no delay)
Online bill payer service (first 3 months free)
Online Calculators
Online Forms to print
Quicken Interface for EECU On-Line
Free Direct Deposit
Free Payroll Deduction
Free Express Transfer
Free Automated Transfers
Loans By Phone
Credit Union Service Center
 Kiosk in lobby of Member Service Center
Touch Tone Teller (automated phone service)
VISA Autopay
Free VISA Check Card
Free ATM Card
Instant-issue ATM cards at
 our Member Service Center
Free ATM Locations
 24-hour ATMs
 Walk-up ATMs
 Drive-up ATMs
 Postage-dispensing ATMs
Stop, Drop 'N Go Boxes
Night Drops
VISA Cash Advances

Membership Benefits

Free AD&D Insurance
Deferred Compensation
Free Money Orders (two per day with \$250 aggregate balance or Checking)
Cashier's Checks
Corporate Checks
Free Travelers Checks (with \$250 aggregate balance or Checking)
Free Temporary Checks
Seasonal Discount Tickets to
 Silver Dollar City & Six Flags
Free Notary Service
Signature Guarantee Service
Wire Transfers (Domestic, International and Western Union)
Check Copies
EECU Direct auto loans (at the dealer)

Fleet buying services through local car dealer, Lou Fusz
Referral program through Enterprise Car Sales
Extended Warranties
Auto Leasing
Credit Life Insurance
Credit Disability Insurance
Safe and Secure Environment
NCUA Insurance (\$100,000 per account)
Nominal General Share Requirement (\$5)
No charge for cashing on-us checks
Centralized Phone Center
Quarterly Share Statements
Monthly Checking and VISA statements
Extended hours
Eight full-service branch locations
Toll-free and TDD access
Financial counseling by appointment
and referrals to Consumer Credit Counseling

In addition, through our Credit Union Service Organization (CUSO), we offer the following services:

Mortgage Services

15-year fixed mortgage loans
20-year fixed mortgage loans
30-year fixed mortgage loans
1-year ARM mortgage loans
3-year ARM mortgage loans
5-year ARM mortgage loans
7-year ARM mortgage loans
10-year ARM mortgage loans
Home Construction Loans

Investment Services

Financial Planning
Retirement Planning
Education Planning
Mutual Funds
Stocks
Bonds
Fixed Annuities
Variable Annuities
Indexed Annuities
Life Insurance
Disability Insurance
Long-Term Care Insurance
AD&D Insurance

New services planned for the upcoming year include assessing the feasibility of offering business accounts, a new branch location opening in Warren County, breaking ground on an additional facility in North County, as well as upgrades to our web page (including applying for loans online, applying for mortgage loans online, and access to brokerage accounts online). Upgrades to our Touch Tone Teller system and to our teen program will also be made, including implementing a new VISA program just for youth. In addition, EECU will continue to promote and expand its field of membership.

Section II: Member Education

EECU is committed to member education. In addition, we are committed to educating consumers about credit union uniqueness, philosophy and value.

EECU has several programs, publications and training efforts that support our member education and advocacy:

Programs

- ***Volunteer Ambassador Program.*** As an education-related institution, EECU is proud to have a representative at schools within our field of membership. These volunteer representatives are usually teachers at the school. They are able to discuss credit union services with their co-workers and give them information regarding the benefits of credit union membership.
- ***New-hire and School Orientations.*** Each August, members of EECU's staff go to schools within our field of membership and make presentations to new teachers and other district personnel regarding credit union services. Credit union membership is considered a free benefit for education-related employees who work in the school districts that we serve.
- ***Demonstrations on-site in the lobbies.*** Periodically, EECU will make presentations about our services in the lobbies of our branches during regular working hours. One of the most popular is demonstrating our free Internet banking, EECU On-Line, and our online bill payer service, EZ Pay PC. By providing hands-on training, our members can conduct their business using these services.
- ***Money Matters Program.*** EECU makes free presentations regarding smart saving and spending habits to students in the communities we serve. A wide variety of topics can be covered through these presentations, and they can be tailored to meet the needs of any class or organization. More than 4,000 students in the St. Louis area have been reached annually through this program. Topics include The History of Money, Savings and Checking Accounts, Investments, Using Credit Wisely and more.
- ***Free Seminars.*** EECU consistently offers quarterly seminars to members regarding Mortgage Options and Investment Services. Information is always provided regarding how EECU can help people reach their financial goals. People do not have to be members of EECU to attend these free seminars. EECU also offers Financial Aid/Student Loan seminars, which are also open to the public.
- ***Scholarships.*** Through two scholarship programs, EECU gives away \$25,000 in college scholarships to area high-school seniors on an annual basis.

Publications

- ***EECU Magazine,*** a quarterly publication with a distribution of approximately 40,000. This 16-page, four-color magazine gives members everything they need to know about EECU for the quarter. The publication covers current internal promotions,

consumer tips (including consumer financial safety and security articles), benefits of specific services, events and more. This publication is a second-place national Bridge Award winner.

- **The Scoop** newsletter, a bi-monthly publication for our young members, age 0 – 10. This newsletter promotes smart saving and spending habits to young children.
- **The Legend** newsletter, a quarterly publication for members ages 50+. This newsletter discusses current issues, new services, loan promotions, rates and more.
- www.eecu.com. Our web site is available to members 24-hours-a-day, seven-days-a-week. Information regarding EECU's services and current promotions is available to members and potential members at this location at all times.
- **Brochures**. EECU provides informational brochures on a wide range of credit union products and services, including consumer information that could be useful to our members (i.e. *Home & Family Finance, Consumer Information*).
- **Automobile Buyers Guide**. EECU subscribes to NADA Used Car Guide and members can access NADA via the Internet at www.nadaguides.com. Information in these resources is free to members, and helps smart shoppers determine the best price when shopping for automobiles.

Training

EECU is committed to training, because the people who work here are more than just employees – they're also owners of the credit union. It is EECU's belief that consistent training will assist them in their jobs, which in turn provides better service to our member-owners.

- **Employee Orientation**. EECU provides a comprehensive orientation for new employees. This period includes an emphasis on credit union uniqueness. In turn, employees convey this information to our members.
- **Credit Union College Courses**. EECU provides in-house continuing education courses regarding member service, telephone techniques and conflict resolution to assist our members. These courses place an emphasis on the credit union philosophy of *People Helping People*, and meeting member needs. Training courses include:
 - Online BVS Courses
 - Online CUES University Courses
 - Full-Day Training Sessions, including:
 - MMIC (Marketing, Mortgages, Investments and Collections)
 - ATM/VISA
 - Payroll
 - Lending

EECU also offers:

- Management Training Courses for Employees (MERIT)
- Tuition-Reimbursement Program for college courses taken
- Career-pathing opportunities

- ***CUNA Management School.*** EECU selects one staff member each year to attend CUNA Management School. This three-year program helps build leaders who are committed to the credit union movement.

EECU also offers training for volunteers, including:

- STAR Training Courses
- Volunteer Achievement Program
- Volunteer Leadership Program
- Mentoring Program for volunteers (curriculum to follow and yearly updates)
- Ambassador training (one-on-one training and yearly updates at the annual Ambassador luncheon)

In the year ahead, EECU's training department is planning to expand training opportunities for employees, as well as management.

Section III: Board Involvement/Governance

EECU strives to preserve credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

Current Programs that Support Involvement/Governance:

- ***Board Elections.*** All board members are elected by the membership. Full participation of the membership is encouraged.
- ***Nominating Committee.*** This committee strives to ensure proper procedures are carried out in the election process.
- ***Annual Meeting.*** We invite the entire credit union membership and special guests (mayors, legislators, etc.) to the annual meeting where elections are held for available seats on the Board of Directors and Supervisory Committee.
- ***Committee Involvement.*** EECU has several committees and strongly encourages volunteer/staff participation in these committees. These committees include:
 - Personnel Policies Committee
 - Asset/Liability Committee
 - Facilities Review Committee
 - Bylaw/Policy Committee
 - Volunteer Education and Development Committee
 - Supervisory Committee
 - Nominating Committee
- ***Board Education.*** Each year, Board Members are encouraged to attend seminars and conferences. They are also required to participate in portions of the Volunteer Achievement Program and the Volunteer Leadership Program.
- ***Board Resources.*** Board Members are given a volunteer handbook, as well as adequate resources and training to communicate. In particular, our board members are issued laptop computers and given opportunity to complete online training through CUES University and BVS Performance Systems.
- ***Finance Training.*** The Board of Directors goes through Finance Training.
- ***Strategic Planning.*** Sessions are held each year to determine the direction of EECU's efforts.
- ***Internal Auditor.*** EECU has an internal auditor who reports to the Supervisory Committee.

Section IV: Diversity

EECU will continue to operate as a democratically-controlled, member-owned cooperative by encouraging management, employees and volunteers to focus on diversity in the leadership and functions of the credit union.

Current Programs that Promote Diversity

- ***Ambassador program.*** This program reaches various school districts in our field of membership, which covers a diverse socio-economic group.
- ***Board Representation.*** The Board of Directors continuously pursues educational advancements through seminars and training. In addition, EECU has made an effort to ensure these volunteers are representative of our membership.
- ***Equal Employment Opportunity.*** EECU actively seeks to fill vacancies by hiring qualified candidates without regard to race, sex, religion, national origin, disability, veteran status or any other basis protected by law.
- ***Working women.*** EECU follows the national commitment of credit unions for providing an excellent workplace for women. More than 80 percent of EECU's staff are women.
- ***Conferences.*** EECU sends staff members to exhibit and promote the benefits of credit union membership. Often, these conferences are held for specific groups, whether education-related or otherwise.
- ***Advertising.*** EECU makes strong efforts to advertise across socio-economic boundaries. Whether through print, radio or sponsorships, EECU is present.
- ***Diversity training.*** EECU offers diversity training through the training department.
- ***Low- and no-cost services.*** EECU offers low- and no-cost services to appeal to lower-economic groups. EECU-owned ATMs are no-surcharge ATMs which benefit low-income persons in the areas we serve who may not be members.

EECU also posts job openings in all of our branches, which are spread out geographically and represent a diverse group of people in our membership. Positions are also posted at www.monster.com, as well as advertised in the St. Louis Post-Dispatch newspaper.

In addition, EECU hosts a Cooperative Education program for students and has a credit union branch inside a local high school which is diversely populated.

Many EECU employees also serve in a variety of ways for different organizations that reach out into the communities.

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

EECU 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, EECU 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 Programs Which Promote Cooperative Activities and the Credit Union Movement

- Cooperative VISA Marketing for three smaller credit unions (Clay County Teachers CU, District Hwy 5 CU and Midwest CU)
- Cooperative Mortgage Services for three smaller credit unions (Missouri Valley CU, Gateway Federal CU and Midwest CU)
- Cooperative Investment Services for Aerospace CU
- Management Assistance to smaller credit unions (Gateway Federal Credit Union)
- Investing with smaller credit unions (Latino Community Credit Union, North Carolina)
- Chapter/League Involvement
- Lobbying in Jefferson City
- Writing Letters to Legislators
- Supporting Grassroots Efforts for Credit Unions
- Leadership Roles in Credit Union-related organizations
- Sponsor of Kids Voting Program in the St. Louis area
- Co-Sponsor of the MCUS Shared-Media Campaign in the St. Louis area
- Member of the Member Access Network – no surcharge to anyone using our ATM machines
- Participants in raffle for the Credit Union Political Action Committee (CUPAC)
- Encouraging staff to vote – giving them time off to do so
- Cooperative Sales Strategies training for Community America CU
- Shared ATM in Cape Girardeau, Missouri
- Participation in League Roundtable Meetings
- Sponsor of “How A Bill Becomes a Law” video, which plays in local schools
- Credit Union mentoring (West Side Baptist Federal Credit Union)

Section VI: Public Service

Our staff is actively involved in the communities we serve – giving to *the People Helping People* spirit.

Current Programs Which Promote Public Service

Monetary and in-kind contributions and donations are made to various organizations including, but not limited to:

- Children's Miracle Network
(Entertainment books, balloons, Six Flags tickets, telethon, bowl-a-thon)
- Susan G. Komen Breast Cancer Foundation
- Agape Center in Warrenton, Missouri
- Dress Down 4 Leukemia
- Walks for Women (Breast Cancer Research)
- Junior Achievement Bowl-a-Thon
- American Heart Association
- High School after-prom sponsor
- Donations of cash and supplies to numerous school programs
- Contributions and sponsorships for charitable golf tournaments
- Annual Contributions to the Parkway Education Foundation
- Annual Contributions to the Pattonville Education Foundation
- Chambers of Commerce participation
- Donations of technical equipment to local schools
- Donation of space to Parents As Teachers Program
- Sponsor of Golden Apple Awards
- Junior Achievement Program
- United Way Corporate Contribution
- United Way Employee Contributions
- American Heart Association

In addition, EECU hosts its own events to raise money for specific groups on an annual basis. These include, but are not limited to:

- Annual Food Drive for local food banks
- Annual Clothing Drive to benefit area charities
- Annual School Supplies Drive for the Foster Care Coalition of Greater St. Louis
- Annual Holiday Giving Wreaths which benefit:
 - Christian Service Center
 - Cardinal Care
 - Guardian Angels
 - Nurses for Newborns
 - St. Patrick's Center
 - Agape Center
 - Missouri Baptist Children's Home
- Cardinals Day – raising money for Cardinals Care
- Rams Day – raising money for local charities
- Blues Day – raising money for local charities