



*Associated School
Employees Credit Union*



Statement of Commitment to Members



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*A*s a member-owned, not-for-profit financial cooperative, ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION is committed to our members. We will uphold our fundamental responsibility to actively serve people within our field of membership, and as appropriate, the communities they live in. We will treat all members with respect and dignity and we will offer honest, fair deals to all members at all times. We will deliver a range of low cost products and services to the diverse economic and social make-up of our members and potential members. We will look for better ways to reach out to the un- or underserved in our field of membership. And we will continually, in all facets of operations, demonstrate the value of membership in ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION.

We will monitor and communicate our service to members in a meaningful way so that members, potential members, legislators, regulators, and the community at large will understand and appreciate the unique role that member owned financial cooperatives play in their lives.

*T*hroughout ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION strategic plan, we will put forth every effort to enable our members to become financially self-sufficient and successful. We will place high importance on consumer education and the teaching of financial thrift.

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



Section 1: ***Service to Members***

*A*SSOCIATED SCHOOL EMPLOYEES

CREDIT UNION strives to offer services designed to improve the economic and social well being of *all* members from *all* socio-economic backgrounds, including our low and moderate income members, and return financial value to all those who participate in our member owned financial cooperative.



Current Services that Help Improve the Economic and Social Well Being of Members:

1. Competitive dividends paid on Savings Accounts
2. Low minimum balance requirements to earn dividends: Balances as low as \$100.00 earn dividends on Regular Savings and Club Accounts. Balances as low as \$5.00 earn dividends on Youth Savings Accounts. No minimum balance required on Individual Retirement Accounts
3. Direct Deposit and Payroll Deduction are offered to make it easier for members to save regularly
4. Free Checking – no monthly service charge, no minimum balance requirement, overdraft privilege
5. Low cost loans – competitive rates on personal and collateralized loans
6. Low-cost Travelers Cheques
7. Free auto pricing assistance
8. Free Online Account Access
9. Free Transactions by Telephone
10. Discount Amusement Park tickets

New Services Planned for the Coming Year:

1. Bill Payment
2. On-line applications
3. Variable rate mortgages
4. Products & Services for students

Section II: ***Member Education***

*A*SSOCIATED SCHOOL EMPLOYEES CREDIT UNION is committed to member and consumer financial education; in addition we are committed to educating members and consumers, alike, about credit union uniqueness, philosophy, and values.



Current Programs that Support Member Education and Advocacy:

1. Free literature – Each of our offices provide free brochures on subjects such as auto shopping, establishing and using credit, credit card fraud, identity theft and other subjects of benefit to consumers.
2. Web links – through our web site, members gain access to free consumer information using Credit Counselors.
3. Free Auto Pricing information – available through our web site members may obtain NADA values at no cost.
4. Calculators – through our web site, members may access calculators that help calculate loan payments, etc.
5. Financial Literacy – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION participates in and supports NEFE and its efforts to bring financial education into schools.

New Programs Planned for the Coming Year:

1. Free Member seminars on auto and home buying are being formulated.

Section III: ***Involvement/Governance***

*A*SSOCIATED SCHOOL EMPLOYEES CREDIT UNION 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. GAC – CEO’s representation at annual conference helps to keep us aware of Governance issues and to plan our involvement locally.
2. Annual Meeting – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION publicizes and conducts an open Annual Meeting for the benefit of members. Election of officers is held at the meeting and members are encouraged to participate and to remain involved in the activities of their credit union.
3. Pleas to Membership – in past situations, such as to drive to gain passage of H.R. 1151, ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION has taken an active role in keeping members informed and soliciting their participation.
4. Organizations – members of ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION Management team are involved in a variety of professional and trade conferences. ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION personnel keep abreast of credit union trends and governance issues.
5. OCULPAC – more than half of the ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION staff makes personal contributions to the League’s Political Action Committee annually.

New Programs Planned for the Coming Year:

1. Increased involvement in Trade Organizations – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION will identify organizations and encourage key personnel to become involved.

Section IV: ***Diversity***



*A*SSOCIATED SCHOOL EMPLOYEES CREDIT UNION 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.

Current Programs that Promote Diversity:

1. Board Composition – The ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION Board consists of seven members from a variety of occupational, educational and economic backgrounds. Through the example of the Board's composition, all members are shown that diversity is encouraged at this credit union.
2. Staff Composition – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION is an equal opportunity employer with a staff that is diverse in gender and in ethnic considerations.
3. Staff Education – employees are encouraged to participate in developmental training such as the STAR and MERIT programs. Through these ongoing education opportunities, employees are able to develop their skills, enhance their marketability, and improve their opportunities of being promoted within the organization.

New Programs Planned for the Coming Year:

1. No new programs are planned at this time.

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

*A*SSOCIATED SCHOOL EMPLOYEES CREDIT UNION 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, ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION 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 Supporting the Credit Union Movement:

1. National Involvement – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION is involved in groups which work toward the improvement of credit unions on a national and international level, including: Credit Union National Association (CUNA), Ohio Credit Union League (OCUL), National Endowment for Financial Education (NEFE), Credit Union Executives Society (CUES).
2. Local Involvement – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION is involved and supports local groups which serve to improve education, development, and the quality of life for members and non-members in our community, including: Volunteers in public schools, Junior Achievement, American Red Cross, Kiwanis, Rotary Club and the Regional Chamber.
3. League and Chapter Involvement – Through our involvement with the Ohio Credit Union League and the Mahoning Valley Chapter of the Ohio Credit Union League, ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION cooperates with other credit unions in promoting and educating people of the benefits of credit union membership and the difference credit unions make in members lives.
4. Cooperative Activities – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION participates in cooperative advertising efforts with Mahoning Valley area credit unions. Financial resources are pooled, enabling the credit unions to purchase effective advertising at a reasonable cost. ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION donates its Marketing Department and hours of creative time to create ads for the group. Our local credit union chapter has cooperated in collaboration of a cookbook to raise money for our League's Foundation and supports the Children's Miracle Network annually.
5. Support of fellow credit unions – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION routinely shares information with other credit unions, just as they share experiences with us. From time to time, we work specifically to help smaller credit unions to thrive.

New Programs Planned for the Coming Year:

1. No new programs are planned for the coming year.

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, ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION strives to be an active partner in our community. 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.

Community/FOM Groups Currently Receiving Financial or Other In-Kind Support (including the support given) and Current Public Service Activities:

1. Mahoning County Public Schools – ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION supports the schools through monetary donations to a variety of purposes including sports and civic programs. We also provide teaching of financial responsibility in the classrooms, support of school fairs and athletic teams and events.
2. Youngstown State University – similar to our support of public schools, ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION provides monetary donations and volunteers staff time to support events and activities of the university. A notable example is ASSOCIATED SCHOOL EMPLOYEES CREDIT UNION support of the Alumni Golf Outing, and annual charity fundraising event.
3. American Red Cross
4. Children’s Miracle Network
5. Easter Seals



New Public Service Activities Planned for the Coming Year:

1. American Cancer Society Relay For Life
2. Red Cross Blood Drive
3. Salvation Army Bell Ringing