



# Project Differentiation

## Statement of Commitment

From humble beginnings, FAA Employees Credit Union opened its doors on December 16, 1946 as Civil Aviation Administration Employees Credit Union with eight charter members and \$10.50 in total assets. The cornerstone was set for this dedicated financial cooperative, creating a stable and solid foundation from which members could build successful futures

Times, technology, members' needs, and even our name have changed over the many years of our existence. The basic principle upon which FAA ECU was created, however, has remained the same:

*"Not for Profit, Not for Charity, But for Service"*

Our continued philosophy of "*People Helping People*" is demonstrated through:

- A loyal commitment to providing quality service and communication to members, potential members, legislators, and the community at large as we demonstrate the unique role member-owned financial cooperatives play in our lives.
- A responsibility of financial stability and a commitment to the credit union movement to focus on the member - not the accumulation of profit.

- A dedication to assisting our members to achieve and maintain financially successful and self-sufficient lives.
- A sincere and personal effort to create and maintain a supportive relationship between FAA ECU and its members, promoting our focus of being our member's *Financial Partner for Life*.

This Statement of Commitment represents good business practices that ensure the financial strength of our credit union on behalf of our members. FAA ECU will continue to display the high level of value and integrity our members have come to trust and expect since 1946.

## **Service to Members**

At FAA ECU, people are more than just members. They are our “financial partners for life.” We exist to service our members and their families. FAA ECU is a full-service financial institution offering numerous savings plans and a variety of loan products. Current programs include:

## **Savings and Investments**

- 1) *Savings Accounts*
  - Competitive dividends.
  - Easy access to accounts through ATMs, TARA the Telephone Teller, and *flightline*, *Your Branch at Home*.
- 2) *Free Checking*
  - No monthly service charges or per-check fees and no minimum balance requirements.
  - Dividends figured daily and paid monthly.
  - Overdraft protection available from savings or Quickloan.
  - Direct Deposit option.
- 3) *Checking Plus*
  - Same basic features as free checking plus members can receive check images for a \$2.95 monthly fee
- 4) *Share Certificates of Deposit*
  - Certificates designed with a wide range of terms from three to 48 months.
- 5) *Money Market Accounts*
  - Higher than savings account yields with liquidity.
  - Tiered rates – the higher the balance, the better the rate.
  - Day-in/day-out interest, paid monthly.
  - Easy access by check, TARA, *flightline*, and at any branch or Credit Union Service Center location.

**6) *Individual Retirement Accounts***

- A choice of IRAs: Traditional, Roth, or Educational.
- Both accumulation and certificate of deposit type of accounts.

**7) *Top Brass***

- Account designed with features just for members 60 years and older.

**8) *SuperStar Savers***

- Open to kids up to 12 years of age.
- Educational Savings program with events, newsletters, prizes and incentives to save.

**9) *Life Savings Insurance***

- Insurance based on the balance in the member's savings account, up to \$2,000.
- Paid to the member's beneficiary in the event of the member's death.

## **Consumer Loans and Credit Cards**

**1) *New and Used Vehicle Loans***

- 100 percent financing, flexible terms, and competitive rates.
- Pre-approval and automatic payments available.

**2) *Out of State Loans***

- Members can call a toll free number to apply.
- Application packets are sent overnight.

**3) *VISA Gold, VISA Select & Share-Secured VISA***

- No annual fee and a 25-day grace period on purchases

**4) *Miscellaneous loans for all our members' needs***

- Boats, computers, motorcycles, airplanes, school, etc.

**5) *Anytime Access***

- 24 hour person to person lending source

**6) *Insurance Available to Member***

- Credit Life and Disability pays off the balance of the loan in the event of death or disability of the member.
- Mechanical breakdown insurance covers the cost of auto repairs.
- GAP Insurance pays the difference between the market value of the vehicle and the loan balance in the event the vehicle is damaged beyond repair or stolen.

## Real Estate Loans

- 1) *Home Equity Line of Credit*
  - Finances up to 100 percent of the value in a member's home, less the balance of their first mortgage, with our variable rate VISA card.
- 2) *First Mortgage Loans*
  - We offer Conventional and VA first mortgages.
  - Competitive fixed and adjustable rate programs.
  - Some programs offer bi-weekly payment plans and pay interest on escrow accounts.
- 3) *Refinance Existing Mortgages*
  - Better rates and easier monthly payments for members.
- 4) *Home Improvement Loans*

## Convenient Services

- 1) *Flightline, Your Branch at Home*
  - **[www.faaecu.org](http://www.faaecu.org)**
  - With a personal computer and personal identification number, members have access to their accounts 24 hours a day.
  - Members can pay bills electronically and download statement information into Quicken or MS Money.
  - Kiosk available to members in branch lobby with access to flightline.
- 2) *"TARA" the Telephone Teller*
  - Provides members instant access to their credit union accounts, anytime, any day, anywhere from a touch-tone phone with their personal identification number.
- 3) *VISA Check Card*
  - Works like a credit card but automatically debits funds for purchases and withdrawals from a member's checking account.
  - Can be used anywhere the VISA logo is displayed.
  - Can be used to withdraw funds from any ATM showing the VISA logo.
- 4) *Automated Teller Machine (ATM)*
  - Allows members access to their credit union checking or regular savings account throughout the continental U.S., 24 hours a day, 7 days a week.
  - ATM access through SCS, CIRRUS, TransFund, PLUS, or Pulse.
- 5) *Telephone Center*
  - Staffed with knowledgeable and friendly representatives ready to answer questions or assist members over the phone.
  - Available during regular business hours to apply for loan pre-approval or for a VISA credit card.

- 6) *Car Corner –Quick Quote PC*
  - With this touch-screen PC, members can obtain a quote for how much financing they'll need to purchase the vehicle they want.
  - Informative brochures, car cost guides, and consumer magazines assist members in making sound decisions.
- 7) *Locations Available to Members*
  - Mike Monroney Aeronautical Center.
  - Rockwell Branch – northwest Oklahoma City.
  - Opening in 2001, new corporate office located at 10201 South Western
- 8) *Credit Union Service Centers*
  - Gives members access to their accounts at more than 400 locations nationwide.
- 9) *Accidental Death & Dismemberment Insurance*
  - Offers a \$1500 policy that is free to members 18 years or older.
- 10) *Safe Deposit Boxes*
  - Available to members at Rockwell branch and at the new corporate office in 2001.

## **Member & Employee Education**

FAA ECU provides its members with timely and relevant information so they can make informed financial decisions and take an active part in the operation of their credit union. However, without knowledgeable employees to deliver that information, the message is useless. Through education of members and employees, FAA ECU builds a better credit union. Current programs include:

### **Member Education**

- 1) *Newsletters*
  - The Account – monthly newsletter to members includes articles about new and current products and services, on happenings within the credit union industry, and fun facts and contests.
  - Super Star Saver – quarterly newsletter to members aged 0 to 12 years. Provides tips on how to earn extra money, encourages kids to begin saving money early, and includes educational yet fun games.
  - Top Brass – Semi-annual newsletter to members aged 60 years and older with articles about special products and services designed specifically for them, topics related to their lifestyle, and tips on how to prepare for retirement.

## 2) *Web Site*

- Provides members with current deposit and loan account rates as well as information about the credit union.
- Through *flightline* members can access their account from their own personal computer. They can make balance transfers, reconcile any cleared checks, pay bills electronically, and download statements to their PC.

## 3) *Membership Outreach*

- FAA ECU employees take the credit union to the members by visiting their office locations, answering questions, taking loan applications, and opening accounts.

## 4) *Annual Meeting*

- As equal shareholders, members are given the opportunity to elect the Board of Directors at this yearly event.
- Members receive an update on what the credit union has done during the past year and its financial condition.
- Members are provided information on the roles and responsibilities of the Board of Directors, Credit Committee, and Supervisory Committee.

## 5) *Consumer Credit Counseling*

- Our alliance with CCCS allows us to provide viable credit counseling, budgeting, and credit education services for our members.

## 6) *In-Branch Literature*

- An assortment of brochures, posters, and banners covering all FAA ECU products and services is available to members should they have any questions or concerns. Every effort is made to provide members with the most updated information.

## 7) *Home Buyers Workshops*

- Provides potential home buyers/builders with tips on how to deal with realtors and /or contractors and pre-qualifying for real estate loans.

## 8) *Financial Planning Workshops*

- Provides members with information on the fundamentals of investing from CDs and IRAs to mutual funds and stocks. Also teaches the ins and outs of taxes and insurance.

## 9) *Car Corner*

- Members can research and find critical information needed to make an informed car buying decision.
- Quick Quote PC is a touch screen database that enables members to obtain a quote for how much financing they'll need for the vehicle they want.

## 10) *Select and Special Direct Mailings*

- Announce new products and services and changes to existing products and services.
- Important financial information is provided to members to help them make informed decisions.

## **Employee Education**

### **1) *Employee Training***

- Director of Training is responsible for the development and maintenance of staff training programs.
- Once each week, FAA ECU employees attend an in-house training session dedicated to a product or service offered to members. These sessions are meant to keep employees informed on policies, procedures, products, and services of the credit union.

### **2) *Employee Cross Training***

### **3) *STAR and MERIT Programs***

- Staff Training and Recognition is a series of educational courses designed to enhance front line employee knowledge of credit union philosophy and general knowledge in the areas of Operations, Accounting, and Lending, and Member Service.
- Management Enrichment Training is a series of educational courses designed to improve supervisors' and middle managers' skills in hiring and supervising employees.

### **4) *Newsletter***

- Airwaves - employee newsletter distributed every two weeks. Articles discuss product and service information, current industry news and events, and ways to improve member service.

### **5) *New Employee Orientation and Lunch***

- Orientation - The CEO gives new employees hired within the past six months an overview of the credit union movement and where FAA ECU fits into that picture.
- Lunch – New employees have lunch with the CEO.

### **6) *Daily Bulletin***

- Posted every day on the network shared by all employees. Keeps credit union staff aware of special events, promotions, and notices.

### **7) *Education Workshops, Seminars. and Classes***

- In-house, daylong IRA seminars.
- Personal investment planning seminars.
- Product knowledge and cross-selling seminars.
- Percentage of budget dedicated to employee education
- Employees and Management attend state, regional, and national seminars covering topics such as credit union issues, technology, operations, and regulations
- Certified Credit Union Executive program (CCUE)

### **8) *Library of Materials***

- Videotape, cassette tapes, books, and other printed materials are available for employees to check out. Includes STAR and MERIT programs.

## **Involvement/Governance**

Volunteers giving of their time and talent enable FAA ECU to promote the credit union movement and credit union philosophy. Current programs include:

### **1) *Board Nominations***

- A Nominating Committee composed of members of the Board of Directors, Credit Committee, and Supervisory Committee solicits candidates each year to fill vacancies in the Board of Directors.
- Nominations for all Board and Committee positions are also taken from the membership of the credit union.

### **2) *Board Elections***

- Elections for Board of Directors, Credit Committee, and Supervisory Committee held at the Annual Meeting.

### **3) *Volunteer Leadership***

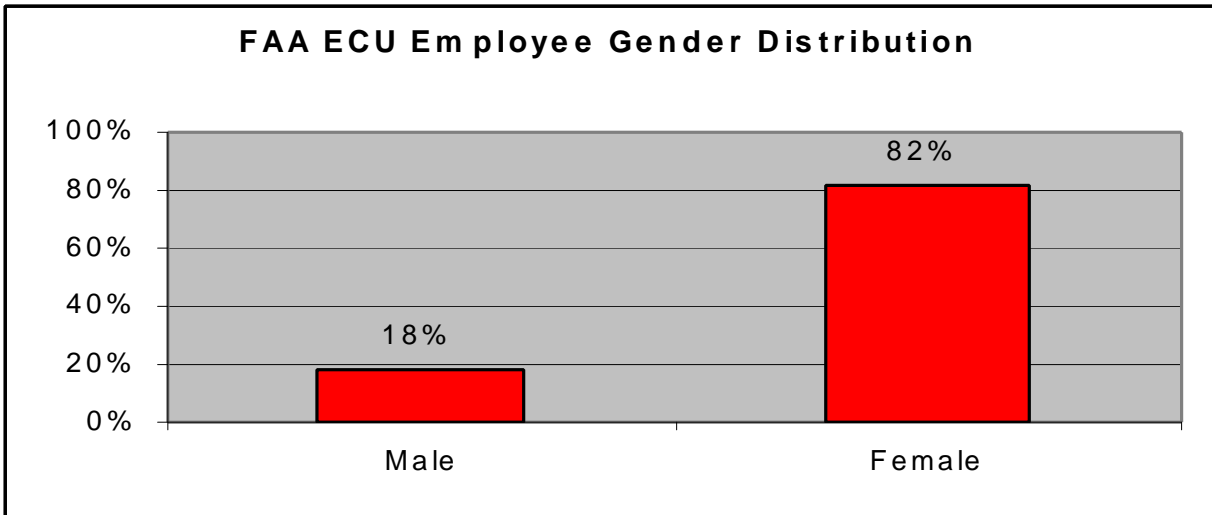
- Board of Directors role – establish policy, plan the credit union's course, ensure the credit union maintains sound financial condition, keep communications open, educate members on credit union services, review President's progress in achieving goals and objectives, and report to the members at the annual meeting.
- Credit Committee role – review and approve member and employee loan applications, meet with members when applicable, and review loans approved by the loan officers as presented to the Board of Directors monthly.
- Supervisory Committee role – the “watchdog” of the credit union for the membership. Primary function is to employ an outside auditor to perform an annual audit of the credit union.

### **4) *League and National Committees***

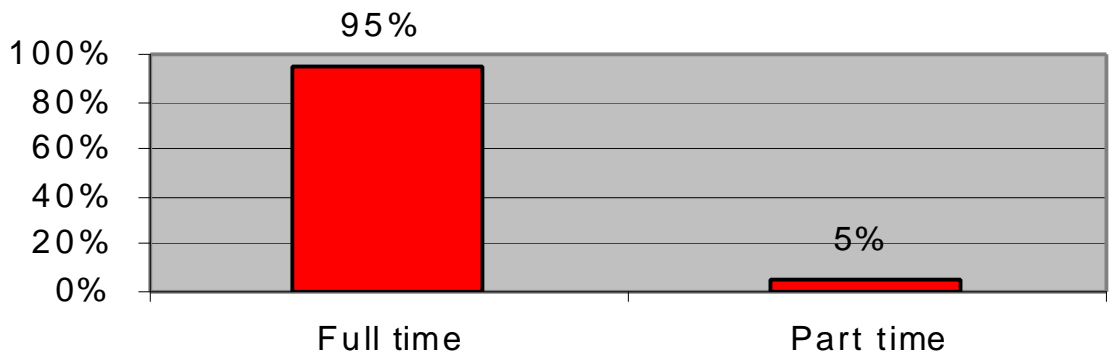
- CUNA Council
  1. CFO Council
  2. Lending Council
  3. Operations Council
  4. Marketing Council
- CUES

## Diversity

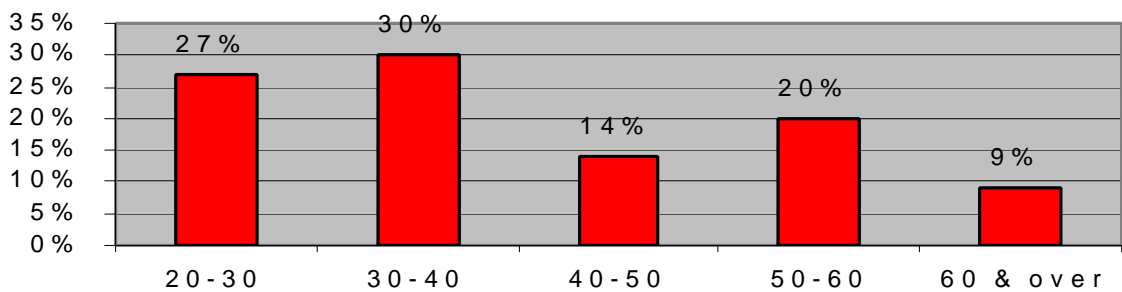
FAA ECU prides itself not only on high quality products and services for its members, but also on the unique and diverse range of people it employs. Men and women of various age brackets, ethnic backgrounds, education levels, and talents contribute to make a well-rounded staff capable of meeting the needs and desires of the members.



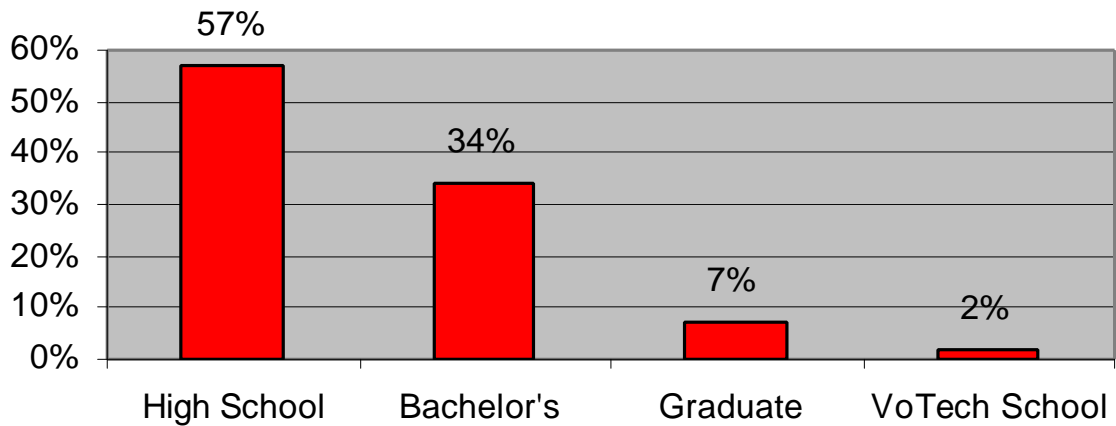
### Distribution of Full and Part-time Employees



### FAA ECU Employees Age Distribution



### Highest Education Level Achieved



## **Other interesting facts:**

*Combined Years of Experience at FAA ECU: 272*

*Combined Years of Experience in the Credit Union Industry: 382*

*Nationalities Represented Among Employees: German, Native American, Finnish, Scottish, Irish, Italian, Slovenian, Czech, Welsh, African-American, English, Dutch, and Hungarian*

FAA ECU employees demonstrate a myriad of talents and are involved in many continuing education, community, political, and charitable organizations and programs. These include but are not limited to:

- Sign language
- Foreign languages
- Music
- Crafting
- Cooking
- STAR
- MERIT
- CCUE
- Church food pantries
- Big Brothers/Big Sisters
- YMCA
- Nursing homes
- Parent/Teacher associations
- Homeowners associations
- Little league sports
- Boy Scouts/Girl Scouts
- Children's Miracle Network
- Political action committees
- Christmas in April
- United Way

## **Commitment to the Credit Union Movement**

Two of FAA ECU's goals are to strengthen the credit union movement and advocate the credit union difference at all levels of government and in other appropriate forums. This is accomplished through involvement in various political and community activities. Current programs include:

### **1) *Credit Union Service Centers***

- FAA ECU participates in the national shared service center network.
- Brochures and newsletter articles help promote the centers in Oklahoma and across the nation as a convenient alternative for members to conduct their basic financial business if making it to a branch is difficult.

### **2) *Political Activities***

- FAA ECU supports OCUPAC, the Oklahoma Credit Union Political Action Committee. OCUPAC seeks to protect the interests of Oklahoma credit unions and the credit union movement in general.
- Encourages employees to vote and allow them time to do so.
- Encourages employees to become active in the political process.

### **3) *Leadership Roles***

- CEO/President – Member of OCUPAC board at state and federal levels and member of the Oklahoma Credit Union League (OCUL) board.
- Executive Vice President – Chairman of state CMN Committee
- Vice President of Marketing – Vice President of Oklahoma City region “Boomer Sooner” chapter of the OCUL.
- Vice President of Operations – Member of Credit Union Service Center Committee.
- Vice President of Finance – CFO Council

### **4) *Foreign Students***

- Foreign exchange students are given temporary membership in the credit union to help them manage their finances while in the United States.

### **5) *Dora Maxwell and Louise Herring Awards***

- FAA ECU competes for the Dora Maxwell Social Responsibility Award by outlining the different community service projects it participates in each year.
- FAA ECU competes for the Louise Herring Award for Philosophy in Action by describing the different products and services offered to its members and its commitment to the idea of a financial cooperative owned by its members.
- Received both awards for the state of Oklahoma in 1998 and 1999.

### **6) *Staff Education***

- FAA ECU maintains a strong commitment to keep staff well trained to better serve its members.

## **Public Service/Corporate Citizenship**

Through direct financial support and other volunteer contributions, FAA ECU participates in many worthwhile charitable events and organizations. We understand that by being a good corporate citizen and an active community partner, we bring the credit union philosophy of “People Helping People” to life. Current programs include:

- 1) *Children’s Miracle Network/Credit Unions for Kids*
  - FAA ECU raises thousands of dollars each year to help fund medical research for children.
  - Annual Balloon Donation promotion.
  - Annual softball and golf tournaments.
  - Car washes.
  - Cookbook sales.
  - CMN Annual Telethon.
  - Hotdog cookout
  - Bake sale.
- 2) *Christmas in April, OKC*
  - FAA ECU employees donate time and money to improve the living conditions of low-income, elderly homeowners in the Oklahoma City area.
  - FAA ECU employees repair one home each year.
  - Provided at no cost to the homeowner. Local businesses and individuals donate all materials.
- 3) *United Way of OKC*
  - FAA ECU has participated for eight years
  - Hold several different events to raise funds for this cause
- 4) *Big Brothers and Big Sisters*
  - Several employees and employees’ family members volunteer their time as Big Brothers or Big Sisters.
  - Bowl in the annual “Bowl for Kids Sake”.

**FAA ECU employees and volunteers also provided support for the following events and organizations in 1999 and 2000:**

- 5) American Heart Association
- 6) American Legion, Post 73
- 7) Beep Ball Bombers
- 8) Boy Scouts of America
- 9) Christian Heritage Academy
- 10) Combined Federal Campaign
- 11) Czech Festival Parade
- 12) Federal Black Program Council
- 13) Giving in the Christmas Spirit
- 14) HealthCare OKC
- 15) Jordan Weise Fund
- 16) Junior Chamber of Commerce
- 17) Key Club International
- 18) NCUA – Disaster Relief Fund
- 19) Oklahoma City Firefighters
- 20) Oklahoma Council for the Blind
- 21) March of Dimes
- 22) Oklahoma City Food Bank



# Project Differentiation Employee Survey



Please fill out the following survey. The information gathered will comprise a section of the Project Differentiation report being written for FAA ECU. You are not obligated to answer any of the questions and it is asked that you do not sign your name. Be sure to complete both sides of this survey and, once you finish, please mail it back to the Marketing Department. Thank you for your participation.

## DEMOGRAPHIC INFORMATION



1) Which team do you play for?

\_\_\_\_\_ Men                      \_\_\_\_\_ Women

2) If your age were printed on the back of your team jersey, what range would it fall in?

\_\_\_\_\_ 20-30    \_\_\_\_\_ 30-40    \_\_\_\_\_ 40-50    \_\_\_\_\_ 50-60    \_\_\_\_\_ 60 or over

3) Where do the roots of your family tree lie? (Nationality) \_\_\_\_\_

4) How long have you slaved over a hot computer at FAA ECU? \_\_\_\_\_

5) Do you slave away on a full-time or part-time basis? \_\_\_\_\_

6) How long has the credit union industry had the benefit of your infinite wisdom? (In other words, how long have you worked in the credit union industry?) \_\_\_\_\_

## EDUCATION



7) To what education level(s) did you successfully melt brain cells?

\_\_\_\_\_ high school    \_\_\_\_\_ Bachelor's degree    \_\_\_\_\_ Graduate degree

8) Are you still melting brain cells through any type of continuing education such as STAR, MERIT, CCUE, vocational/technical school, etc.? If so, please list them.

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## COMMUNITY INVOLVEMENT



9) Do you participate in any type of community service organization or project in addition to feeding the neighborhood kids that somehow appear in your house? (Big Brothers, Big Sisters, YMCA, food pantry, nursing home, etc.)

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10) Do you participate in parent/teacher associations, homeowners associations, little league, church, etc. thus logging thousands of hours of mini van time?

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11) Have you suffered any third degree sunburns or life threatening paper cuts by volunteering your time to political activities such as walking in parades, stuffing envelopes, putting up yard signs, etc.? List them please.

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12) What special skills or talents have you made our world a better place with? Sign language, a foreign language, music, crafting, cooking, first aid, etc.?

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