



Strategic Plan 2018 – 2020

Purpose	Champion of the credit union movement
Vision	Americans choose credit unions as their best financial partner
Core Values	* Authentic * Accountable * Collaborative * Passionate *
Primary Stakeholders	Credit Unions & CU Volunteers and Members // State Leagues & Associations // CUNA Employees
Key Stakeholders	Consumers // Policymakers & Regulators // National Credit Union Foundation CUNA Strategic Services, Inc. // CUNA Mutual Group // World Council of Credit Unions Credit Union Service Organizations // Corporate Credit Unions

STRATEGIC PLAN OVERVIEW

We Deliver:	Fierce, Bold, 360-Degree Advocacy Offense	Best-in-Class Credit Union Solutions	Awareness-Building Consumer Engagement
Goal	Revolutionize the operating environment for credit unions through expanding powers and removing barriers to serving consumers and businesses.	Deliver solutions to credit unions that will foster membership growth, enhance their financial performance, improve their operations and enrich member service.	Create and enhance consumer awareness of credit unions as their best financial partner.
Supported By:	Loyalty-Building Engagement	Effective Enterprise Operations	
Goal	Win in the credit union marketplace by providing meaningful engagement with credit unions, collaborative engagement with Leagues/Associations and strategic engagement with organizations serving the industry.	Enable internal operations to effectively serve as enterprise guardians and stewards of organizational resources.	