

**MICHIGAN CREDIT UNION LEAGUE (MCUL)
CU DIFFERENCE COMMITTEE
MCUL LANSING & LIVONIA OFFICE
NOVEMBER 18, 2009
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:09 a.m.

II. ROLL CALL

CU Difference Committee members participating were: Heather Bade, Darren Cameron, Dennis Christensen, Sarah Ermatinger, Carrie Iafrate, Barb Ostroski-Enos, Lauren Vance, and Scott Williams.

The following MCUL/CUcorp staff also participated: Dave Adams, Mike Bridges, Maureen Lafrinere, and Lee Ann Mares

The following Committee Members were absent: Danielle Brehmer, Karen Church, April Clobes, Philip Cooper, Jessica Diedrich, Lisa Fawcett, Richard Gatiss, George Isola, Paul Mayville, Amy McGraw, Chris Overbeek, Cutter Phillips, John Rupert, Fred Schuster, Jennifer Shew, and Janet Thompson

The following people also participated: Susan Bouwkamp, Ashley Buchholz, Mia Collins, Sara Cottle, Emily Fricks, Linda Hughey, Kathy Kruch, Michelle LeBlanc, Jenny Ludwigsen, Kris Miller, Suzanne Miller, Sue Postemski, April Wilkinson, Carrie Tonkin.

III. MINUTES

A. **IT WAS MOVED, SUPPORTED AND CARRIED** to approve the August 25, 2009 Meeting Minutes as presented.

IV. REPORTS

A. MCUL President & CEO/Committee Ex-Officio David Adams

Dave shared that we have 60 percent participation in the CU Difference Campaign. This is the largest voluntarily funded campaign in the country and with the economy being what it is, 60 percent is phenomenal. The same is true for the dollars collected.

The membership survey reflects the importance of the Campaign with 78 percent stating it is important to the 50 percent in 2007. The survey results all increased over the years. It is difficult to move the needle on some of the top of mind questions.

B. Chairman Darren Cameron

Darren echoed Dave's comments. He pointed out that the next six weeks are critical and that everyone reach out to other credit unions, especially those who haven't contributed to tout the importance of the campaign.

V. **INFORMATIONAL ITEMS**

A. Invoices/Membership Package

Membership packets will be mailed in early December and will include one invoice that contains the MCUL fees, CUNA dues, and CU Difference supplemental voluntary dues request. We are asking the credit unions to reinvest the MCUL fees rebates from 2009 and 2010 in the 2010 campaign.

B. Creative Proposal for 2010

Lee Ann Mares started by sharing that in 2010 there will be three TV spots, two for Invest in America and a third with a broader credit union brand message (better rates, commitment to members, lower rates, not for profit but for people.) Radio will have four spots, one each for GM, Chrysler and Invest in America and the fourth will cover the credit union branding.

The campaign will run 10 to 12 weeks starting in March or April with both the TV and radio spots. We are looking at creating Web banners and content for credit union Web sites and Lee Ann asked if anyone was interested in more collateral materials for the campaign. There was a negative response.

We will start working on scripts and will hopefully be able to share them with the Committee in late January.

C. 2009 Research Results

Mike Bridges reviewed the 2009 research results with the group. We are seeing a lot of headway and are reinforcing and continue to maintain our presence in the market. Overall the campaign is effective and is meeting its objectives. Some of the implications are as follows:

- Awareness is continuing to increase
- Regarding deposit information credit unions closed the gap from 22 points in 2004 to 8 points in 2009
- Significant gains were made in all markets that everyone is eligible to join a credit union
- The hits to www.lovemycrreditunion.org increased dramatically
- The average ratings on most image attributes were higher for credit union than banks.
- Despite image declines, 80 percent rated their overall opinion of credit unions as very or somewhat favorable
- With the recent decline in image, advertising should continue to encourage trust and reassure consumers about the safety of credit unions.
- The financial crisis is likely the culprit behind the abrupt and significant deterioration in image. The average consumer doesn't necessarily distinguish which types of financial institution were connected to the crisis.
- Banks are likely to use advertising in an attempt to heal the recent damage
- To maintain the progress we need to invest as much as possible into the CU Difference Campaign advertising

D. Next Meeting

Next CU Difference Committee meeting is scheduled for February 16 at 10:00 a.m. in the Lansing and Livonia Michigan Credit Union League offices or via phone/Web.

VI. ADJOURNMENT

IT WAS MOVED, SUPPORTED AND CARRIED by consensus to adjourn the meeting at 10:45 a.m.