

# 2012 MCUL/MCUF AWARDS

Each year, the Michigan Credit Union League and Michigan Credit Union Foundation recognize individuals and credit unions that are making significant contributions to our industry. We have compiled the various awards in this easy-to-use format. Award criteria, eligibility and submission requirements are included as well as a nomination form.



**MCUL**  **CU CORP**  
MICHIGAN CREDIT UNION LEAGUE & AFFILIATES

[mcul.org](http://mcul.org)

# Michigan Credit Union League Awards

## Credit Union Professional of the Year Award

### Eligibility

Any credit union professional whose credit union is affiliated with the MCUL may be nominated.

### Criteria

This award recognizes an individual whose leadership and accomplishments have bettered their individual credit union, district/chapter, the Michigan Credit Union League (MCUL) and/or the Credit Union National Association (CUNA). Please summarize their accomplishments in one or more of the following areas:

#### Primary

- Financial strength and performance
- New and improved services to members
- New activities or programs
- Growth in membership
- Employee development
- Financial literacy efforts
- Community involvement
- Other areas that contributed to strengthening the credit union to position it for greater success

#### Secondary

- State and/or national credit union accomplishments
- Legislative advocacy
- Chapter leadership and accomplishments

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes the winner to the MCUL Board of Directors to be ratified.

## Distinguished Service Award (DSA)

### Eligibility

The Distinguished Service Award recognizes service to the Michigan credit union movement reaching beyond the individual credit union.

### Criteria

- Length of service clearly is important, but alone does not satisfy the criteria. The tenure of service must be: substantive and encompass a productive, voluntary effort exceeding the duties of regular employment.
- A nominee's service record must reflect having produced a positive impact beyond an individual credit union.
- Achievement, within the DSA context, requires a contribution(s), which has benefited many credit unions.

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes the winner to the MCUL Board of Directors to be ratified.

Nominations are kept on file for five years for reconsideration by the committee.

## MCUL Chapter Effectiveness Award

### Eligibility

MCUL Chapters

### Criteria

The award recognizes an individual chapter for its outstanding achievements in two or more of the following categories:

- Support of key MCUL Initiatives (PAC fundraising, legislative events, CU Difference Campaign, CMN support, etc.)
- Continuous outreach/recruiting efforts in drawing credit unions into active chapter participation
- Activities that support the growth of the next generation of credit union leaders through education, training and seeking young professionals to fill chapter executive committee seats
- Support of credit union cooperation by holding multi-chapter functions

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes up to three names for final action by the MCUL Board of Directors.



# Michigan Credit Union League Awards

## Outstanding Credit Union of the Year Award

### Eligibility

An MCUL affiliate credit union.

### Criteria

The award recognizes an individual credit union for its outstanding achievements in one or more of the following categories:

Primary:

- Financial strength and performance
- New and improved services to members
- New activities or programs
- Financial literacy efforts
- Community involvement
- Community service

Secondary:

- Legislative advocacy
- Public relations marketing

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes the winner to the MCUL Board of Directors to be ratified.

## Young Professional of the Year Award

### Eligibility

An MCUL affiliate credit union professional under the age of 40.

### Criteria

The award recognizes an individual who has proven dedication and enthusiasm for the credit union movement in two or more of the following categories:

- Dedicated time and effort in credit union education/career development programs to achieve a higher level of knowledge and expertise
- Contributed in an exemplary manner to enrich the lives of credit union members or fellow citizens in the community
- Demonstrated leadership in promoting the credit union philosophy and uniqueness through specific activities for members or the community
- Involved in community, civic, church or charitable activities in a leadership role

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes the winner to the MCUL Board of Directors to be ratified.

## Award for Excellence in Consumer Education

### Eligibility

Any credit union, staff or official volunteer of a Michigan credit union affiliated with the Michigan Credit Union League is eligible for consideration.

### Criteria

The award recognizes an individual or credit union for outstanding contributions and innovation in consumer financial education for members and within the community in two or more of the following categories:

- Promotes or teaches financial literacy education in the local community, educational settings or outreach programs
- Inspires consumers of all backgrounds to learn
- Has earned the respect and admiration of his or her peers
- Is committed to ongoing personal professional development
- Utilizes quality financial literacy educational materials

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes the winner to the MCUL Board of Directors to be ratified.

## Credit Union Youth Advocate of the Year

### Eligibility

Any current staff or official volunteer of a Michigan credit union affiliated with the Michigan Credit Union League is eligible for consideration.

### Criteria

The award recognizes an active credit union person for outstanding individual achievement in contributions to the credit union youth movement in two or more of the following categories to further develop credit union efforts to serve youth:

- Promotes or teaches youth financial education
- Promotes or develops cooperative youth financial resources
- Developed an innovative credit union youth product or service
- Participates in community outreach efforts for youth development
- Supports youth financial literacy legislative efforts

### Determination of Winner

The MCUL Awards Committee, on the basis of the nominations and supporting information received, proposes the winner to the MCUL Board of Directors to be ratified.

# Michigan Credit Union Foundation Awards (MCUF)

## Credit Union Community Volunteer (CUCVA)

### Eligibility

The CUCVA recognizes a credit union employee or member that possesses a history of exemplary volunteer service outside of the credit union system.

### Criteria

- Description of community service activities, leadership positions and accomplishments
- 3-5 individuals providing letters of community support details

### Determination of Winner

The MCUL Awards Committee receives nominations. The MCUF Trustees then select a winner.

## International Credit Union Development (ICUD)

### Eligibility

An MCUL member credit union may be nominated.

A credit union individual, including management, staff, volunteer or member from a credit union affiliated with the MCUL or from a credit union vendor may be nominated.

### Criteria

Member credit union or individual should have demonstrated some or all of the following:

- A history of commitment to credit union development outside the United States
- A record of technical service to the development of credit union movements outside the United States
- Commitment to national or international social development and community outreach programs, including financial literacy, leadership development and monetary support for economic development

### Determination of Winner

The MCUL Awards Committee receives nominations. The MCUF Trustees then select winner.



# Nomination Deadline and Submission

All nominations for the 2012 MCUL/MCUF Awards must be received by the MCUL **no later than the close of business on Friday, March 16, 2012.**

- Electronic nomination forms may be submitted by visiting [www.mcul.org](http://www.mcul.org), clicking on “CU Community” and then choosing “MCUL/MCUF Awards.”
- The nomination form on the following page, the overview and narrative may be printed, completed and returned to:

MCUL Awards  
c/o Mona Shand  
Michigan Credit Union League  
101 S. Washington Sq., Suite 900  
Lansing, MI 48933  
Fax: (517) 482-3762

Contact Mona Shand ([Mona.Shand@mcul.org](mailto:Mona.Shand@mcul.org)) at (800) 262-6285, ext. 246, with questions or to obtain additional information.

## Selection Process

All MCUL nominations submitted will be reviewed by the MCUL Awards Committee, comprised of representatives from several MCUL-member organizations with a focus on credit union and community improvement. This diverse group proposes the winner to the MCUL Board of Directors to be ratified on the basis of the nominations and supporting information received.

All MCUF nominations submitted will be reviewed by the MCUL Awards Committee. The MCUF Trustees select a winner.

Any nomination submitted may be featured in various MCUL and MCUF materials to demonstrate how credit unions and their leaders benefit their communities. Submission of a nomination indicates approval for the MCUL and MCUF to use the nomination materials in its publications and advocacy efforts.

## Entry Requirements

Please read these instructions carefully. To ensure efficient processing of nomination materials, all entries must include:

- The nomination form
- An overview of no more than 250 words that summarizes the achievements of the individual or credit union
- Up to four supporting documents that address the criteria listed in the “Criteria” section of each award description

Please note:

- No additional supplementary material will be reviewed.
- The “Nomination Deadlines and Submissions” section for award deadlines and submission instructions should be reviewed before submission.

## Award Presentation

Award winners will be notified confidentially. A public award presentation will be held during the 2012 AC&E in July.

# Nomination Form

Check one:

## MCUL

- Credit Union Professional of the Year       Distinguished Service Award       MCUL Chapter Effectiveness  
 Outstanding Credit Union of the Year       Young Professional of the Year  
 Award for Excellence in Consumer Education       Credit Union Youth Advocate of the Year

## MCUF

- Credit Union Community Volunteer       International Credit Union Development

**Name of Nominated MCUL Member Individual or Organization:**

\_\_\_\_\_

Credit Union: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone:(\_\_\_\_\_)\_\_\_\_\_ Fax:(\_\_\_\_\_)\_\_\_\_\_ E-Mail: \_\_\_\_\_

Position: \_\_\_\_\_

**Name of Individual Submitting Nomination:**

\_\_\_\_\_

Credit Union: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone:(\_\_\_\_\_)\_\_\_\_\_ Fax:(\_\_\_\_\_)\_\_\_\_\_ E-Mail: \_\_\_\_\_

Instructions for submitting nomination materials are outlined in “Nomination Deadlines and Submission” and “Entry Requirements” sections of the brochure.

Any nomination submitted may be featured in various MCUL and MCUF materials to demonstrate how credit unions and their leaders benefit their communities. Submission of a nomination indicates approval for the MCUL and MCUF to use the nomination materials in its publications and advocacy efforts.

Nominations must be received by the MCUL by close of business on Friday, March 16, 2012. Electronic nomination forms may be submitted by visiting [www.mcul.org](http://www.mcul.org), clicking on “CU Community” and then choosing “MCUL/MCUF Awards.” Printed nomination forms, the overview and narrative may be sent to:

MCUL Awards  
c/o Mona Shand  
Michigan Credit Union League  
101 S. Washington Sq., Suite 900  
Lansing, MI 48933  
Fax: (517) 482-3762

Contact Mona Shand ([Mona.Shand@mcul.org](mailto:Mona.Shand@mcul.org)) at (800) 262-6285, ext. 246, with questions or to obtain more detailed information.