

MICHIGAN CREDIT UNION LEAGUE
P.O. Box 8054
Plymouth, MI 48170-8054

First-Class
U.S. postage
PAID
Permit No. 281
Plymouth, MI

3rd QUARTER 2005

- ☞ PROTECT YOUR CU'S ID
- ☞ CU WEEK TIPS
- ☞ EDUCATION EVENTS
- ☞ MARKETING TO GEN Y

The SAS Gazette is a quarterly publication for Michigan's small asset sized credit unions. External submissions are accepted. SAS Gazette reserves the right to edit all articles for clarity and require articles to include author's name, organization and contact information. All articles published solely represent the views of the authors and are not necessarily the view of the Gazette or the MCUL.

To submit articles or comments for the SAS Gazette send them to bkm@mcul.org

Professional Development for Any Size CU

By Linda Fletcher
MCUL Education and Events

Today's credit unions offer products, services and technology to rival any bank. That's why, from the regulations governing savings accounts to the most effective way to market on-line mortgage applications, the need for credit union employees to continuously upgrade their skills and knowledge is greater than ever.

CUNA offers an excellent selection of self-study certificate programs geared specifically to credit union topics. Whether you want to learn about the history of the credit union movement, or prepare yourself to move up the credit union management ladder, STAR, MERIT, VAP and VLP modules are great for acquiring the skills you need to perform your job effectively.

However, given today's rapid rate of change in everything from technology to member demographics, the MCUL and CUVillage knew the time was right for a learning experience that complements existing education opportunities

for credit union employees and volunteers.

Enter the MCUL Online Learning Center. Unveiled at the 2005 Annual Convention and Exposition in Grand Rapids, the Online Learning Center, powered by CUVillage.com, is not meant to replace CUNA's course offerings. It's a separate training delivery system that goes

beyond traditional credit union-centered training, opening the gateway to a learning experience that's as varied as the people who use it.

Currently, Online Learning Center courses are geared to the individual

learner, but later phases will include the introduction of customizable packages to allow credit union trainers to tailor learning opportunities to their credit union's unique needs.

With implementation complete, MCUL and CU Village are well on their way to the second phase goal of increasing the quantity and scope of courses offered. Working with well-



■ Continued on Page 4

Special Ad Campaign Materials for SAS CUs

The MCUL's Cooperative Advertising Campaign's TVspots are airing in markets across the state and already people have taken notice. "I was very impressed with just how true to fact they were," said Rhonda Campbell of Founders Community FCU (GR).

"Especially the one about actually having a name. Showing the everyday person and the variety I feel is sending out a terrific message of versatility.

The Berline Group, the agency selected to produce the creative material for the Michigan Credit Union Brand Campaign, negotiated TV placement for all seven DMAs for August through October, according to MCUL Association Service Vice President Lori Bahnmüller, executive director for the Cooperative Advertising Forum. "What's particularly exciting is that Berline has negotiated placement during some high-profile, high-viewership TV programming. Depending on

the specific DMA, credit union spots will run during the Emmy Awards, episodes of 'Survivor' and 'Desperate Housewives,' and Detroit Lions, University of Michigan and Michigan State University football broadcasts."

In addition, the start of the TV ads represents an excellent opportunity for small asset sized credit unions to spin off their own marketing campaigns, utilizing the collateral materials available through the MCUL Web site.

Free marketing tips developed especially for SAS credit unions are available. "Our intent is that you will leverage these resources to implement the '05 statewide Cooperative Image Advertising Brand Campaign in your own credit union. And, in your own hometown," said Bahnmüller.

Questions about the Credit Union Brand Image Campaign should be directed to Bahnmüller at MCUL. Ext. 423 or laz@mcul.org.

Is Somebody Posing as You? Steps to Combat CU Identity Theft

→Posing as a reputable company on the Internet is alarmingly simple. In fact, erecting a seemingly legitimate corporate Web page can be as straightforward as copying and pasting from the real thing. As a result, companies are increasingly falling victim to fraudsters using "spoofed" e-mails and Web sites to dupe their customers into sharing credit card numbers and other personal information. These kinds of corporate identity attacks undermine consumer confidence and loyalty, ultimately costing a business dearly in customer service issues, bad publicity and lost revenues.

Here are six steps to help manage the risk of corporate identity theft:

1. Harness your stakeholders to provide early warning by implementing a program that makes it easy for employees and members to report any suspicious spam e-mails or Web sites they encounter. Employees, suppliers, distributors and even members or investors can help a company monitor for Internet-based corporate identity

attacks, sounding the alert in time to mitigate the damage.

2. Encourage your members to never click on links in e-mail. Members should instead directly type or "bookmark" trusted Internet destinations. Spam e-mail can be easily altered so that it appears to have originated from a legitimate source, and can be practically indistinguishable from the real thing. Although many companies and organizations have tried to educate consumers on how to

detect a fraudulent e-mail, even experts can sometimes find it difficult.

3. Adopt a policy to never contact your members via e-mail for any reason that would require them to share personal or account information, and communicate the policy to members. Acclimatizing members to e-mail notifications makes them vulnerable to future identity theft attacks.

4. Make sure you're easy to find on line. Promote your Web site address and keep it simple to avoid typos and misspellings. Exert as much control

over your members' on-line experience as possible by trying not to rely on others to deliver your members to your site. When members attempt to locate your Web site through such vehicles as search engines and partners, it provides an opportunity for others to intercept your visitors before they arrive.

5. Carefully manage your domain registrations, and consider monitoring for new registrations that include your credit union name or trademarks. You may also want to register common typos or misspellings of your Web site address before somebody else does. You can then automatically redirect wayward members to the correct address.

6. Figure out your response to an attack before it happens. There are lots of resources to help you with your action plan. It's also advisable to seek advice and establish relationships in advance with law enforcement and other parties who can help take down fraudulent sites if an attack occurs.

Adapted from Defending the Brand: Aggressive Strategies for Protecting Your Brand in the Online Arena by Brian Murray.



Why is 'Y' Important: They Have Money, Numbers and Think CUs are Lame

Credit unions aren't cool to young people. At a recent workshop about credit union youth marketing in Madison, Wis., an attendee from the Gen Y demographic (those born between 1977 and 1995) noted that credit unions seem to be unfriendly, impenetrable mom-and-pop shops compared to familiar and inviting upscale banks.

Unfortunately, recent statistics seem to back up that assertion.

CUNA statistics show that only 57 percent of 18- to 34-year-old credit union members are satisfied with their credit unions compared to 91 percent of those who are 65 years and older. In addition, the COOL Solutions report released by the Filene Research Institute, Madison, Wis., in January reports that the average age of credit union members nationwide is 47 and that only one out of every eight credit unions actively market to Generation Y.

Generation Y, population 80 million, is even bigger than the Baby Boomer group, and will be the biggest lending market in the next 10 to 15 years. So if credit

unions don't reverse the current trend and start to get younger members, they could be left behind in the dust of their competitors—banks.

Banks know the importance of heavily marketing to and grabbing the attention of Gen Y. For instance, Citibank runs advertisements on AOL's Instant Messenger and in Sports Illustrated On Campus, and also rewards people for having good grades and paying bills on time. Bank of America is so popular it has been mentioned in a rap song; B of A's Web site shows predominately younger people doing extreme sports.

This is not to say that credit unions should launch gimmicky promotions or show up on every Gen Y Web site they can think of; but these banks are doing something successful that credit unions need to take notice of.

During the Madison COOL Solutions workshop, presenter Mark Meyer, author of the COOL Solutions report and director of innovation at Filene, emphasized that it is vitally important for credit unions to change their image

■ Continued on Page 4

Michigan Credit Union League Education Calendar

Month	Date	Event	Location
September	14	CUcorp/GeniSys Credit Card Marketing Leadership Development Conference	Northville Twp.
	16-18	Forum HR & Benefits	Traverse City
	21	Forum HR & Benefits	Northville Twp.
	21-22	Compliance School	Mt. Pleasant
	24-27	CUNA Future Forum & Annual Meeting	San Francisco, Calif
	27	CUcorp/GeniSys Credit Card Marketing	Sault Ste Marie
	27	IRA Essentials	Mt. Pleasant
	28	IRA Advanced	Mt. Pleasant
	28	How to Read and Sell From a Credit Report	Internet/Audio Session
	29	CUcorp/GeniSys Credit Card Marketing	Traverse City
	29	IRA Essentials	Livonia
	30	IRA Advanced	Livonia
30	Forum Marketing	Northville Twp.	
October	4	Bankruptcy Workshop	Saginaw
	5	Bankruptcy Workshop	Grand Rapids
	6-7	MCUL Executive Summit	Mt. Pleasant
	7-8	MCUL Chapter Leaders Retreat	Mt. Pleasant
	10	Small Asset Size Credit Union Conference	Northville Twp.
	10-11	Midwest Lending Summit	St Louis, MO
	12	IRA Essentials	Escanaba
	12	Forum Technology	Northville Twp.
	13	IRA Advanced	Escanaba
	13	Bankruptcy Workshop	Northville Twp.
	18	MCUL Credit Union Capitol Day	Lansing
	25	Bankruptcy Workshop	Marquette
26-27	MCUL HR & Trainers' Conference	Metro Detroit	
November	2	Future Trends That Will Affect Your Credit Union	Webcast/Audio/Live
	3	Regulatory Update	Webcast/Audio/Live
	8	Member Service	Internet/Audio Session
	15	Forum Finance & Economics	Northville Twp.

known content providers SkillSoft and BankersEdge, we can offer a wide range of programs you'd normally pay thousands of dollars to access.

Would you like to learn how to use Adobe Acrobat? Could your frontline staff use an update on the Bank Secrecy Act? Select a course from nearly 2,000 offerings (with at least 1,000 more to come) in categories such as Business and Professional Skills, Management, Finance, Human Resources, Marketing, Frontline Training, Lending and Collections, Regulatory Compliance, and Technology—all of them available 24 hours a day, 7 days a week from any computer.

To complement our current courses and CUNA's skill-based programs, we're also in the process of developing a number of courses that are Michigan credit union-specific, with the help of MCUL Subject Matter Experts (SMEs). This will let us make course content more meaningful and useful to our members. For example, in the future you could see a course on grass-roots political involvement

for Michigan credit unions, or a compliance course updated to reflect the latest changes in our state. This will be extremely useful in meeting another of our near-term goals, to develop customized content packages for credit unions and other state leagues.

Of course, while content is extremely important, cost is often the deciding factor in whether or not a credit union participates in a learning program. The Online Learning Center's pricing structure puts access to cutting-edge professional development programs well within the budget of any credit union, from those on a shoestring to multi-branch operations. Prices start at just \$90 per course, which allows you use of the course for one year. During that year, you can access the course as many times as you'd like. Course assessments can be repeated during the year as well, until you receive a 100 percent grade. You can also work with MCUL to customize course packages for your credit union's training needs. Depending on the number of courses purchased, your cost per course could be as low as \$10 to \$20.

Now that you've learned a bit about the Online Learning Center, how can

you decide if it's right for you and your credit union? The MCUL offers a free one-week trial period, which is a great opportunity to check out the Online Learning Center in detail.

To take advantage of the free trial period, just visit the MCUL Learning Center at

<https://www.cuvlearning.com/mcul/>, where you'll find a comprehensive FAQ to answer any other questions you might have. Click the "Qualify for a Free Trial Course" link on the home page under "Additional Resources," then take our quick quiz. You'll receive a certificate entitling you to access one free trial course for one week. Please note that this offer does not include CUNA courses (although CUNA does offer a free trial period for their products; go to http://training.cuna.org/lms/lms_start.html for more information).

Check out the Online Learning Center at

<https://www.cuvlearning.com/mcul/>. If you'd like more information about the Online Learning Center, contact the Education Department at (800) 262-6285, e-mail at educate@mcul.org.

from "uncool" to COOL — customized, on-line, outrageous, and loyalty-producing. And, Meyer said, the best way to change this image may be through word of mouth. It worked for Starbucks, so why can't it work for credit unions? Meyer suggests sponsoring events that focus on what he calls the "life events" of young people: buying a first car, going off to college, getting married and buying a first house.

There are a few misconceptions that have to be thrown out the door if your credit union is going to have any luck in marketing to Gen Y, said Bryan Sims, a presenter at the COOL Solutions conference.

The first, is that young adults are not profitable. Most credit unions, said Sims, only look at the current value of a person and not at the potential value of his/her lifetime. Sims related an experience of a friend who was denied a credit card by a credit union because he had no credit. A bank gave this friend a credit card, albeit with a high interest rate, and the friend became a successful businessman who now makes enough money to drive a luxury car. So keep in mind that no credit does not necessarily equate to

bad credit.

The next misconception is that young adults are not brand loyal. Filene found that members of Gen Y buy twice as many products from the same company as Baby Boomers do.

Another misconception is that anything Gen Y needs to know about is already on your credit union's Web site. You might have a lot of important information available, but if it is buried a few pages deep, chances are it won't get looked at.

While it is true that Gen Y really knows how to shop around for the best financial services and 71 percent of them research financial decisions on line, Sims has found that only 9 percent of youth found the actual sites to be helpful.

The final misconceptions go hand-in-hand — that giving away free balloons, pens, and toasters is appealing and that using youthful slang will make your young applicants feel more at ease.

If you really want to impress youth, give them better giveaways than balloons, pens and toasters, and advertise that you're doing it.

Maximize Your Media Splash During International CU Week

By Laura Enock
Credit Union Virtual Assistant

International Credit Union Day comes but once a year. And while it's nothing more than a designated date on the calendar, you need to celebrate, and celebrate in a big way, if for no other reason than the positive PR you can generate by doing so.

The most important aspect of putting a PR program in place is not letting hidden opportunities slip by. Special days, weeks and months do get coverage so unless you play credit union Week for all it's worth, you're turning your back on free exposure.

Showing up accounts for 80 percent of success.

Whether you're a community credit union or employment-based, there's a lot to be said for contacting your media list and letting them know about the upcoming events you've planned. Sure, you can just let them know that coffee and donuts will be served at the credit union throughout the week, but would you really want to leave it at that when you can actually accomplish so much more?

Here are 21 ideas for generating media coverage during International Credit Union Week. Use the ones that appeal to you, but have fun. Even if something is so outrageous you know you won't do it, the idea might lead to another one that can work for you.

1. Invite your congressperson or another semi-celebrity to speak at the credit union, autograph books, or take part in an event.

2. Offer a free poster with financial tips. They're inexpensive to print, and if you do it right, people will hang them in their offices.

3. Offer a free poster with financial tips for kids. Again, if it's "cool" and has visual appeal, kids will hang them up in their rooms where their friends will see them.

4. Run a special promotion to get new members. Think out of the box.

Have members refer their family, friends and co-workers and reward them in an unusual way.

5. Organize a scavenger hunt with a financial theme.

6. Come up with financial riddles you challenge members to answer. Send the riddles to the press beforehand, post them in the credit union's lobby (where members can submit their

answers) and then send the answers and pictures of

the winners to the press. Offer unusual prizes (a trip to a unique destination, four certificates of deposit for \$25 each that the winner can give as holiday gifts, etc).

7. Decorate your credit union as a holiday gift shop. Offer gift ideas such as CDs, savings accounts, etc., and take orders for next year's holiday clubs, too. The timing couldn't be better, and you'll get new members through offering the gift of membership for your current members to give others.

8. Publish a Chicken Soup for the Soul-type of book of stories from members you've helped throughout the year.

9. Challenge members to write about the credit union difference. Offer prizes.

10. Invite the press to a credit union open house. Have staff experts on hand to answer questions.

11. Provide free informational seminars during the week to members and non-members. (Get free ideas, including downloadable PowerPoint presentations, in CUES Financial Literacy Clearinghouse)

12. Give out free financial information.

13. Give out financial coloring books to kids.

14. Involve the kids. Throw a member appreciation party for children. Invite a clown, serve hotdogs and cotton candy, and invite press.

15. Stage a public debate on whether or not credit unions should be taxed. (Choose your representatives very carefully for this one.)

16. Open a library at the credit union where you offer a selection of financial books for loan. Have the grand opening on Credit Union Day.

17. Challenge teens to create a TV commercial for your credit union, just for fun.

Local TV may run it during Credit Union Week, but even if they don't, you can tape all entries to a CD and give them out to members. And the press. And if you really like the commercial, air it.

18. Ask for volunteers to form a brainstorming board. This is an absolutely wonderful concept that's fun for everyone and invaluable in getting new and different ideas. My own brainstorming board consists of young talent (I believe there's much untapped talent on college campuses across the country) as well as experienced business veterans.

19. Involve the first member of your credit union, if you can, in a special appreciation dinner in his or her honor.

20. Team up with other credit unions in the area to show a spirit of cooperation and do something together to generate media attention.

21. Buy out all the seats at a local sports event. You can get together with other credit unions to do so. Give free tickets to members. New members get free tickets when they sign up. Be sure to invite the press.

Whatever you do, remember to invite the press and have fun. Exploit Credit Union Week for all it's worth and enjoy the increased member loyalty, growing membership and all the free coverage you'll get.

Laura M. Enock is CEO of CUVA, subscribe to CUVA's E-zine at www.cuva.us.

