# 2014 Entry Form for the Louise Herring Philosophy-in-Action

# Member Service Award

***The Louise Herring Philosophy-in-Action Member Service Award is given to a credit union for its practical application of credit union philosophy within the credit union. It is awarded for extraordinary, internal programs that are focused on its membership and create services that benefit its members. This award is not for charitable work that is directed outside or extended beyond a credit union’s membership.***

* Please include promotional materials, descriptions and photos of project/event with your entry form. Please no electronic media.
* Current and previous years’ income statements and balance sheets and/or NCUA Financial Performance Report **must** be included with the entry materials.
* Submit materials in a three-ring binder, album, or spiral-bound book
* Follow the format of the entry form. Type your responses on the form provided.

Contact Person

Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Credit Union Name

Street Address P.O. Box

City State Zip

Phone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Asset size**:

\_\_\_\_ Less than $50 million \_\_\_\_ $50 - $250 million \_\_\_\_ $250 million - $1 billion

\_\_\_\_ $1 billion+ \_\_\_\_ Credit union chapter/multiple credit union group

Credit union’s field of membership: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of credit union branches: \_\_\_\_\_\_\_\_\_\_

Number of credit union members: \_\_\_\_\_\_\_\_\_\_

Number of credit union employees: \_\_\_\_\_\_\_\_\_\_

Number of credit union employees responsible for implementing the project: \_\_\_\_\_\_\_\_\_\_

**Answer the following questions (use additional paper if necessary):**

a. If your credit union was involved in multiple projects, **please list them here**. If not, proceed to the next question.

b. Select and describe the ***one*** project that was the most successful and/or the most unique -- the ***one*** that best exemplifies the Louise Herring Philosophy-in-Action Member Service Award. (The ensuing questions must be answered based on this ***one*** project.)

1. How did your project help your members?
2. Describe how your credit union implemented the project (i.e., explain the process).
3. How does the project differ from day-to-day operations (i.e., how is this project unique)? How could it be used throughout the credit union system?

1. Explain how members were educated about the project/process and how it showed true credit union philosophy.
2. How is this project going to be used to serve the credit union’s members on a consistent basis?

6. How does the project show your credit union's commitment to the credit union principles of democratic structure, service to members, on-going financial education, and social goals?

7. Please describe the measurable or defined results the project achieved.

**Include this form in your entry and return to the MCUL by August 1, 2014.**

# Checklist for Louise Herring Philosophy-in-Action

# Member Service Award Entries

The following checklist will ensure that Louise Herring Philosophy-in-Action Member Service Award entries are complete. Please include the completed checklist with your entry form.

Does the entry include **one** completed entry form listing the credit union's name, address, FOM, number of members, number of employees, number of employees responsible for implementing the project, a contact person, and a description of **one** project?

Does the entry form state that it is intended for the Louise Herring Philosophy-in-Action Member Service Award program? Does the project fit within the description listed on the top of the entry form?

Does the entry include current and previous years' (2 years total) balance sheets and income statements and/or NCUA’s Financial Performance Report (FPR)?

Does the entry form reflect your credit union’s current asset size?

Does the entry include promotional materials, descriptions and photos of the project and/or event?

Are all materials either in a three-ring binder, album, or a spiral-bound book?

Does the entry describe the program's goals and the actual results, including budgets, numbers of people involved, etc.?

Is the entry form concise and readable? (Remember, more isn't always better!)

Does the entry explain how the program demonstrates credit union philosophy in actual operations?

Does the entry show how the program went beyond what is normally expected of a credit union?

Does the entry demonstrate how members were educated about credit union philosophy?

**Include this checklist in your entry and return to the MCUL by August 1, 2014.**