



Welcome

2016 Fall Leadership Conference

Ken Ross, EVP/COO
MCUL & Affiliates

2016 Successes



2016 Successes



**3.1% Increase
in Membership**

Second Quarter 2016



Top Ten Priorities

01

Work closely with CUNA to drive a bold national advocacy agenda

02

Improve advocacy and support for SAS Credit Unions

03

Improve long-term CU Link and supplemental advertising execution

04

Expand and improve the MCFU and CU social mission support

05

Improve media relations with local spokespeople and industry results

06

Improve marketing and execution with CUNA in all areas

07

Create more opportunities for marketing to younger consumers

08

Improve networking, awards and holistic resource strategies

09

Enhance chapter/committee support

10

Implement disruptive innovation



MCUL'S SERVICE PILLARS

Removing Barriers

Promoting the Credit Union
Difference

Providing Solutions for Service
Excellence

Delivering Comprehensive
Compliance Solutions

Removing Barriers



CFPB Rule Exemption

- Supported by 70 U.S. senators, including Michigan's Gary Peters and Debbie Stabenow
- 12 of Michigan's 14 members of Congress

Removing Barriers



- NCUA's mission creep

- Legislative

Advocacy/Grassroots

- 2016 Election Advocacy
- Hike the Hill
- Data Breach Accountability

Removing Barriers

Win \$20,000

Cash prize or use towards the purchase of a 2016 Buick Verano or GMC Sierra 1500.



\$5,000 Second Prize | 5 Third Prizes \$1,000 | Cost of \$5 Ticket

Advocacy Participation

- Grand Raffle:
Supports the Federal PAC
- Lapel Pin Program:
Supports the State PAC
- Make a corporate donation to
A Stronger Financial Michigan
(ASFM) defense fund



Removing Barriers



NEXT STEPS

- Our Government Affairs department is requesting comments from consumers regarding payday loans, until its **deadline on October 7th**
- Meet with your legislators, invite them to your credit unions, host legislative breakfasts
- Support MCUL's advocacy efforts by promoting our PAC programs, including our Lapel Pin program and the Grand Raffle



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Promoting the Credit Union Difference

Little steps
BIG FUTURE



Promoting the Credit Union Difference



Pandora

- Sponsored listening buys has resulted in more than 124,000 consumer engagements (Higher than the financial/banking benchmark)
- Adding our sponsored listening to our banner ad placement, resulting in more than 216,000 clicks



Digital Media Ad Placement

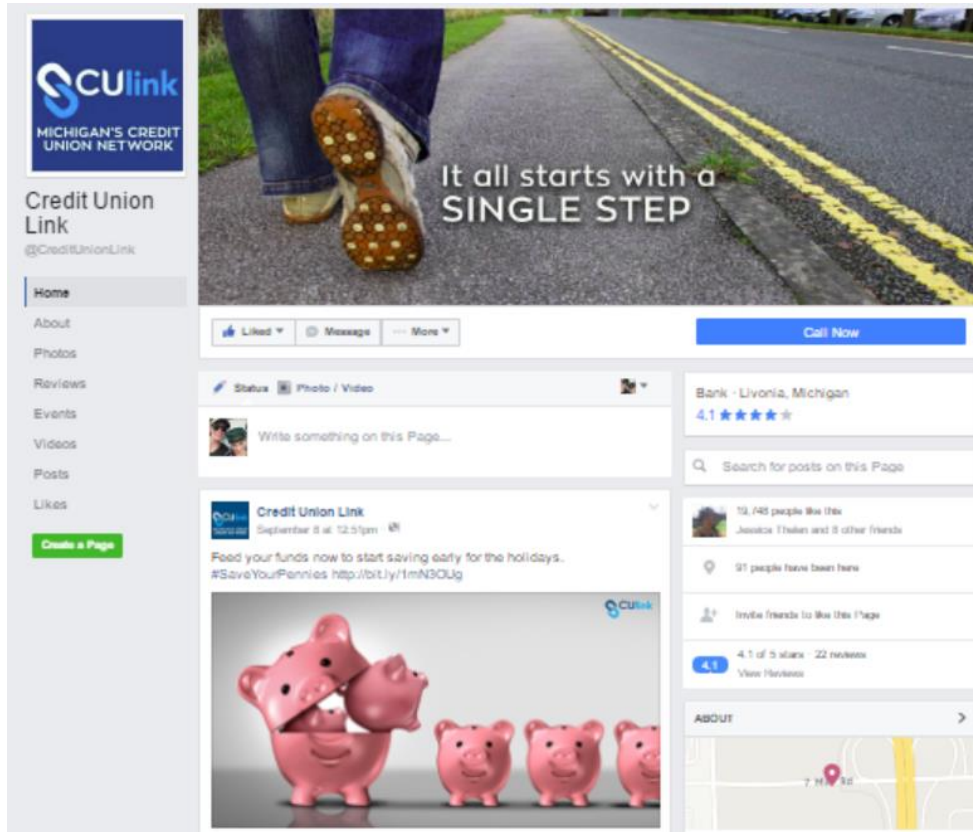
- Over 22.2 million impressions served (Pacing to extend to the end of the year)
- Over 13,800 clicks (CTR is 24% higher than industry standard)

Paid Search

- Over 1.1 million impressions served
- Over 25,200 clicks (CTR is 10% higher than industry standard)



Promoting the Credit Union Difference



NEXT STEPS

- Become a full share participant
- Integrate with the campaign in your marketing collateral
- Engage with our social media



Promoting the Credit Union Difference



Michigan Credit Union Foundation

- Offered training for 50 new counselors
- Prepare 2,615 high school students
- 30 Financial Reality Fairs





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2016 Product Launches



Offers SAS Credit Unions streamlined products and services designed to give credit unions under \$50 million in assets resources to maintain a competitive edge



Offers trend interpretation, forward-thinking solutions, and easily digestible chunks of data and information to assist in strategic planning and decision making



Communicates the Credit Union difference versus banks, other financial resources to increase Millennial memberships and share of wallet



Grows awareness and communicates the plight of Americans, while conveying how credit unions can be the solution to resolve financial hardship.



Helps credit unions generate added business with their current members and prospect for new members by demonstrating the credit union advantages



Elevates the current level of strategic planning execution at credit unions and will ultimately act as an essential resource for CEOs and boards of directors

Providing Solutions For Service Excellence

When we heard about it

Providing Solutions For Service Excellence

Love My Credit Union® Campaign



NEXT STEPS

- Watch for new product launches through the CUSG website and social media
- Encourage your credit union to submit a video to LoveMyCUCampaign.org
- Send out emails to staff and supporters to vote for your video promote your video and encourage voting
- Stay engaged with the campaign through social media

Providing Solutions For Service Excellence

MARK YOUR CALENDARS

MCUL 2017 Events

Compliance Conference

- February 22 – 23 | Marriott at University Place, East Lansing

Lending and Marketing Conference

- March 22 – 23 | Amway Grand Plaza Hotel, Grand Rapids

Government Affairs Conference

- April 26 – 27 | Radisson, Lansing

Spring Leadership Development Conference

- April 28 – 30 | Soaring Eagle Casino Resort, Mt. Pleasant



2016-17 Activities



2017 Annual Convention and Exposition

Save the Date | June 8–10

Amway Grand Plaza Hotel & DeVos Place, Grand Rapids



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Compliance Solutions

Delivering Comprehensive Compliance Solutions

Destination Compliance

HOME ADVOCACY INFORMATION IMPLEMENTATION TOOLS ABOUT US CONTACT US

Welcome to
Destination Compliance
Your Credit Union's Total Compliance Solution
Another benefit of membership

Brought to you by:
CUNA Credit Union National Association
MCUL Michigan Credit Union League & Affiliates

WE ADVOCATE FOR YOU

- Regulatory Advocacy
- Legislative Advocacy
- Examination Fairness

[Learn More](#)

RESOURCES TO STAY INFORMED

CUNA
CUNA E-Guide
CUNA Compliance Community

League InfoSight
InfoSight

MCUL
Compliance Helpline

[Learn More](#)

IMPLEMENTATION TOOLS

CUNA
CSS Partnerships
Cyber Security
Enterprise Risk Management

League InfoSight
PolicyPro
ComplySight

MCUL
CU Vendor Management
Compliance Consulting

[Learn More](#)

MCUL
MICHIGAN CREDIT UNION LEAGUE & AFFILIATES

LeagueInfoSight

CUNA
Credit Union National Association

Delivering Comprehensive Compliance Solutions



NEXT STEPS

- Visit mi.destinationcompliance.com
- Familiarize yourself with the tools and resources available
- Take advantage of our Training and Compliance Solutions and Compliance Consulting

Honor Awards Program Congratulations Award Winners!

2016 Michigan Credit Union League Award Winners
2016 Michigan Credit Union Foundation Awards
Desjardins, Maxwell & Herring Awards

Entertainment by The Water Coolers

Credit Unions Matter



Thank you