

Louise Herring Award Specifications

Louise Herring Philosophy-in-Action Member Service Award

The award is given to a credit union for its practical application of credit union philosophy within the actual operation of the credit union. It is awarded for internal programs and services that benefit membership.

For more information on Louise Herring and to read about previous winners, please [click here](#).

As you work on your submission you will see varying formats in which questions will be answered. Some will require only numbers, while others will require much more time and thought. You are able to save and come back at any time (*until you submit*).

Things to Remember

- There are no word or character limits for the text boxes, and you are able to format as you wish (bolding, italics, underlining, bullets...).
- You are able to skip questions that are required, but you will need to go back and answer them before you submit your project. (*If you do not have anything for a "required" question, please insert n/a in the text box provided.*)
- Please include any documentation and promotional material you wish.
- We look forward to seeing your projects in the new electronic format! (*Videos, audio, Facebook, Twitter, news articles...*)

General Questions:

- Credit Union's Field of Membership
- How many branches does your credit union have?
- How many members does your credit union have?
- How many employees does your credit union have?
- How many employees were involved in implementing this project?
- How many employee hours went into this project during work hours?
- How many employee hours went into this project outside of work time?

Technical Questions

- Select and describe one project that was the most successful and/or the most unique. This project should exemplify the Louise Herring Philosophy-in-Action Member Service Award.
- Please describe what made you decide to pursue this project?
- In 150 words or less, please give a high-level overview of your submission.

Below are a series of questions about your project. Please take advantage of the opportunity to include other documentation such as pictures, videos, audio files, promotional materials, or any other documentation.

Note: If you would like to include more than one attachment per question, please add them at the end of this page.

- What was the original goal to help your members?
- How did your project help your members?
- Describe how your credit union implemented this project (*explain the process*)
- How does this project differ from day-to-day operations (*how is this project unique?*)
- How could this project be used throughout the credit union system?

- Explain how members were educated about the project/process and how it showed true credit union philosophy
- How is this project going to be used to serve the credit union's members on a consistent basis?
- How does this 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?
- Describe the measurable or defined results the project achieved
- Please attach any additional documentation
- Including, but not limited to, audio, video, pdf files, websites, YouTube, Facebook... etc.
- Did you change your original goal? If yes, how or why?
- Is there anything else you would like to include?