

Shining a Light on ALICE in Mid Michigan: A Workshop for Awareness and Action

Date: Tuesday, November 4th, 2025

Time: 9:00 am to Noon

Location: Jolt Credit Union

6180 State St, Saginaw, MI 48603

Deadline to register: Thursday, October 23rd

Facilitators: Noelle Robinson
Chesney Reeves
Members First Credit Union

The ALICE population—Asset Limited, Income Constrained, Employed—represents hardworking individuals and families who are vital to our economy yet struggle to afford basic necessities. These are our neighbors, coworkers, and community members whose challenges are often overlooked.

This workshop is designed for participants who want a clear, practical understanding of the realities faced by ALICE households in Mid Michigan. Through a mix of lecture, discussion, and guided activities, participants will gain perspective on the barriers facing this population and consider ways their leadership can make an impact.

- 1 Building a deeper understanding of who ALICE households are and the unique challenges they face in Mid Michigan.
- 2 Exploring real-life scenarios to foster empathy and strengthen awareness of systemic barriers.
- 3 Identifying actionable ways leaders and organizations can support and collaborate to create a stronger, more inclusive community.

By the end of the session, participants will leave with not only greater awareness, but also a clearer sense of how they can help address the needs of this often unseen yet essential part of our workforce.

Cost: *\$30 for Mid-Michigan Chapter Attendees

\$40 for Attendees Outside of Mid-Michigan Chapter

A portion of the funds will be donated to United Way of Saginaw County

Name	Email	Credit Union

Attendee(s) total	X	\$	= \$
Number of People		Fee	Total enclosed

Meet

Chesney Reeves & Noelle Robinson



With a Master's degree from Central Michigan University and over a decade of HR experience, Chesney Reeves is an Employee Development Leader at M1, where she drives strategic growth, engagement, and financial wellness across the organization. A SHRM-SCP and Certified Financial Counselor, she brings a people-first approach to leadership and development.

Her Clifton Strengths—Learner, Ideation, Input, Individualization, and Positivity—reflect her passion for curiosity, creativity, and empowering others. She's an active member of the Credit Union PAC and the FICEP community, advocating for financial education and inclusive economic opportunity.

Outside of work, she's a proud mom of three, a devoted dog mom, and a heavy reader who's always chasing new ideas and stories. Whether she's mentoring professionals, championing financial literacy, or curled up with a novel, she leads with insight, heart, and contagious enthusiasm.



With over 20 years in the credit union industry, Noelle Robinson serves as Vice President of Culture and Employee Development, where she inspires others and drives organizational culture through genuine, passionate leadership. She is dedicated to creating a positive, empowering environment where team members can achieve their goals and grow professionally, while shaping and elevating the culture of the credit union as a strategic leader.

Noelle holds a Bachelor's degree in Business from Northwood University and has earned the Certified Credit Union Financial Counselor (CCUFC) and Certified Credit Union Executive (CCUE) designations. As a Gallup-Certified Strengths Coach, she helps people accomplish great things by doing what they naturally do best—leading conversations that unlock purpose and guide individuals to live their best lives, both at work and beyond.

Outside of work you will find Noelle cheering on her two daughters from the sidelines. When she's not at a sporting event, she enjoys relaxing at the campground, enjoying nature and family time around the bonfire.