



MCUL Updates

CEO Changes:

- **Southeast Michigan State Employees CU** - Danielle Goss is the new CEO after Martin Hansen retired (again)

Michigan Credit Union Statistics:

- **187** - Total MI CUs (not including Alloya Corporate CU)



MCUL Education Events

Registration Now Open for These 2024 Training Opportunities and Events

- July 30, 2024 - August 1, 2024
HERO 24 (Formerly HR&R Conference)
[Register Now](#)
- September 9, 2024 - September 11, 2024
Hike the Hill

[Register Now](#)

- September 13, 2024 - September 15, 2024
Fall Leadership Development Conference
[Register Now](#)
- September 25th, 2024 - September 27th, 2024
Executive Summit
[Register Now](#)
- October 7th, 2024 - October 11th, 2024
League InfoSight Masterclass™
[Register Now](#)
- October 15, 2024 - October 16, 2024
CUltivating Leaders Workshop
[Register Now](#)
- October 29, 2024 - October 30, 2024
Next Generation Contact Centers
[Register Now](#)
- November 13, 2024 - November 14, 2024
IRA Essentials and Advanced Workshop
[Register Now](#)



Advocacy Update

[Please click here for the full State & National advocacy update](#)

Compliance Helpline Updates



2024 Credit Union Fraud Symposium

League InfoSight is hosting a Fraud Symposium! During the two-day virtual event, attendees will learn more about internal fraud, check fraud, P2P fraud, credit reports and fraud, debit and credit card fraud, recent fraud trends and more! Sessions will cover risk mitigation techniques for cybersecurity, faster payment systems, and other operations such as sending a check for payment (or collection). On the last day, we will showcase fraud-related resources available to assist credit unions as a member benefit!

Don't miss this opportunity - [register today!](#)

RegCorner

This digest is updated bi-weekly and published with [MILeague Minute](#). Remain up to date with regulatory news, review industry letters submitted to regulators, track regulatory comment calls, and more. [SIGN UP HERE](#)

The Compliance Helpline Digest

This weekly digest highlights a selection of unique, challenging or otherwise interesting helpline inquiries from the previous week that would benefit from a broader distribution. The digest is sent via the Compliance Network Listserv. [SIGN UP HERE](#). If you have compliance-related questions, contact the helpline at ComplianceHelpline@mcui.org.

MCUF Update

New "Indicators of Well-Being" Show How Community Resources, Issues Stack Up With ALICE in Michigan

The Michigan Association of United Ways is proud to announce that the ALICE Project in Michigan will have a new resource, the Indicators of Well-Being, connecting ALICE rates with a host of other social, health, and economic statistics for use by decision makers, institutions, and many other stakeholders in their work supporting ALICE households. This tool is made possible for Michigan for the first time by the sponsorship of the Michigan Credit Union Foundation.

The Indicators of Well-Being tool displays maps that show the percentage of households below the ALICE Threshold (poverty + ALICE) — households that cannot afford the basics in the communities where they live— along with additional indicators of well-being, ranging from health care provider rates, severe housing problems, and many more.

"Across Michigan, United Ways find strong associations between lower incomes and lower levels of education, and poorer health and other life outcomes," said Kaitlynn Lamie, President & CEO of the Michigan Association of United Ways. "The Indicators of Well-Being will help local United Ways and other stakeholders in Michigan track relationships between ALICE households and other variables at state and county levels so we can ask better questions and target resources to have the greatest impact."

"As not for profit financial institutions, credit unions are community focused," said Andrea Tucker, Executive Director of the Michigan Credit Union Foundation. "Understanding the people within their communities, and the struggles they may have, is a great way for credit unions to offer support through products, services, and programming. By partnering with the Michigan Association of United Ways, and funding the Indicators of Well-Being, it not only helps credit unions, but also other community organizations and business partners as well, as we all continue to support ALICE households in Michigan."

Kyle Gurzynski, Michigan Credit Union Foundation Board Chair, states "When the MCUF board reviewed the proposal to potentially fund the addition of the Indicators of Well-Being, to the Michigan ALICE Report, we quickly realized how beneficial the resource would be for those working with ALICE households."

Visit unitedforalice.org/well-being/michigan to explore the Indicators, and visit the rest of the [ALICE Research Center](#) to explore additional ALICE insights, including the demographics of ALICE households in every county of Michigan, the household budget for various household compositions, and the ALICE Project methodology.

NCUF Foster Youth Education Grant Now Available!

Join credit unions across the country, in addressing a critical issue; the financial education needs of over 400,000 children and youth in foster care. They face unique challenges, and studies show lower rates of higher education enrollment and limited access to support systems among foster youth.

The National Credit Union Foundation (NCUF) is offering \$173K to credit unions of any size, to establish programs supporting foster youth with basic financial education in budgeting, credit, and banking solutions.

Eligible credit unions will be encouraged to open savings and checking accounts for this demographic while also providing timely financial education and well-being information for youth in preparation for aging out of the foster care system. In order to apply for grant funding, interested credit unions will need to submit a proposal that outlines the programming they will establish to support financial education and accounts for foster youth.

Is your credit union interested in providing programming and products to serve this demographic? Registration is now open and will run through August 20, 2024. Once applications are received, assessed, and approved, the Foundation will divide available funding amongst qualified participants.

[Click here](#) to learn more about this opportunity, and to apply for NCUF grant funding. To learn more about NCUF grant programs, contact Christine Hickey, Financial Health Program Manager, via email at chickey@ncuf.coop.

Michigan Solutions



We are pleased to announce our new partnership with the M3 Group!

M3 Group is a full-service marketing CUSO of Reseda Group. Powered by MSU Federal Credit Union, our Brand Forward philosophy — driven by the M3 Method™ — enhances brand value for countless credit unions and extends media outreach throughout their member communities. We place the expertise of big-agency minds and the personalized attention of a small-agency soul within reach for CUs of any size.

Ask your League Representative for more information.



Check out our latest webinar with our new solution Goalsetter!

[Watch the Goalsetter webinar.](#)

Goalsetter's Key Features

Parental Control & Customization

Parents can check their child's FinLit quiz scores, restrict where their child can use their debit card, set up spending limits, set up allowance and more!

Saving & Goal Setting

Auto-save and round-ups enable easy saving towards goals. Goalsetter GoalCards support social saving.

Education

Features like "Learn to Earn" and "Learn Before You Burn" require kids to complete a weekly quiz to unlock access to their debit card. Parents can access their kid's "Credit-Lit" score, which measures financial aptitude and fluency.

Ask your League Representative for more information.



Check out the webinar series presented by our partner AFG. In this webinar series AFG will dive deeper into how residual based financing works and its benefits.

[Benefits of Residual Based Financing Webinar Series - Auto Financial Group.](#)

Ask your League Representative for more information.

[Click Here for Additional On-Demand Webinar from our Partners!](#)

Card Solutions

Credit unions of all sizes need reliable partners to navigate the ever-evolving world of payments. Recognized for excellence in the credit union service organization (CUSO) space, MCUL's partner Envisant empowers credit unions through innovative payment solutions, partnerships that deliver cutting-edge fintech solutions, and giving back to the credit union industry.

A trusted ally

Established in 1969, Envisant boasts a long history as a subsidiary of the Illinois Credit Union League.

Cost-effectiveness and increased revenue

Envisant's CUSO structure allows credit unions to benefit from economies of scale. By partnering with Envisant, credit unions gain access to the buying power and resources of a larger organization, potentially reducing operational costs associated with managing their own payment programs.

Focus on member value

Envisant recognizes that the true heart of the credit union industry lies in member satisfaction. Their services are designed to empower credit unions to offer their members competitive rates, convenient payment options, and robust security features.

A partner for growth

Envisant's 2024 NACUSO CUSO of the Year award is a testament to their dedication to supporting credit unions. By offering a comprehensive suite of payment solutions, fostering innovation, and prioritizing member value, Envisant positions itself as the ideal partner for credit unions of all sizes.

To learn more about Envisant and services offered, contact Nangela Piersall at nkp@mcu.org.



marquis

The Art of Onboarding: Proven Strategies to Boost Credit Union Member Retention

As a credit union in the neobank era, we are all experiencing more competition than ever before. Depending on your institution's fees, balances, interest, and other metrics, it may take a household years to become profitable. The last thing you want is to lose the household in the first year.

In this webinar, credit union marketers will learn:

- How to identify products to cross-sell, at what frequency to promote them, and other best practice tips
- How to encourage sticky behaviors to reduce first-year attrition
- How to scale your onboarding programs to be even more personalized (business accounts, indirect members, and even youth accounts)
- Whether or not direct mail is worth investing in
- The most important thing you can do with a new household to reduce their likelihood of attrition

[Watch the on-demand webinar.](#)



Strategic Talent Retention Webinar

It's time to take control of your credit union's success by mastering the art of strategic employee retention. Join us for an exclusive webinar where we'll delve into the most effective strategies for retaining your most valuable asset – your employees!

In this webinar, you will learn about:

- Effective tactics to invest in employees and increase retention
- Gain valuable insights into the underlying factors that drive employee engagement
- Solutions to improve culture and gain organizational buy-in

[Watch the on-demand webinar.](#)

If you or your team would like additional information on any of the solutions features,
please reach out to your League Representative.

CU Solutions Group, 17250 Newburgh Rd, Livonia, Michigan 48152

[Unsubscribe](#) [Manage preferences](#)