

PARTNER PULSE



MCULSC partners continue to expand offerings focused on digital engagement, lending innovation, fraud mitigation and operational efficiency. As you consider partnerships in 2026, please reach out to your league representative for recommendations and resources.

UPCOMING PARTNER WEBINARS & EVENTS



TruStage Engage Live Webinars (Feb 18–Apr 22, 2026)

Live sessions designed for credit union staff, focused on payment protection products and member conversations.

- Feb 18, 2026 — [Spam, Shams & Other Scams: Social Engineering & Your Members](#)
 - 1:00 PM – 2:00 PM ET (12–1 CT)
- March 18, 2026 — [Office Hours: Emerging Risks & Trending Losses](#)
 - 1:00 PM – 2:30 PM ET (12–1:30 CT)
- Apr 22, 2026 — [What's New is Old: Check Fraud & Loan Fraud](#)
 - 1:00 PM – 2:00 PM ET (12–1 CT)

HR & AI: STRATEGIES FOR BRINGING AI TO YOUR ORGANIZATION

Discover how AI can elevate your HR strategy without replacing the human element. In this session, Paul Marston, SHRM-CP, will break down key AI concepts and explore how tools like generative AI and machine learning can enhance hiring, onboarding, performance, engagement, and learning.

Takeaways:

- What AI is (and isn't) in HR
- Real-world use cases across talent management
- How to align AI strategy with your business goals
- Tips for balancing automation with personalization

Perfect for HR pros ready to harness AI for smarter, more efficient processes

 Feb. 25

 1 PM EST

 [Register Here](#)

 Wed. Feb. 25
1:00pm ET

HR & AI: Strategies for Bringing
AI to Your Organization







AGENCU, A MARKETING-IN-MINUTES PLATFORM DESIGNED SPECIFICALLY TO HELP SMALL AND MIDSIZE CREDIT UNIONS STAY COMPETITIVE, IS FINALLY HERE!

Credit union marketing made easy - with agenCU!

agenCU is the marketing department you need empowering credit unions to expand without growing overhead. Designed to meet the specific marketing needs of small to midsize credit unions, agenCU is a digital portal filled with hundreds of predesigned, customizable marketing campaigns, digital and print materials, and downloadable educational resources:

- Branding
- Graphic Design
- Advertising
- Research and strategy
- PR and communications
- Educational Resources

Why agenCU?

Powered by the marketing experts at M3 Group, a proud Reseda Group CUSO, □ agenCU is your one-stop shop for marketing materials and guidance. Campaigns are crafted by seasoned graphic designers and content pros, all you need to do is upload your logo.

Meet your marketing needs on a manageable budget, with tangible results.

Contact your League Representative to learn more!



HOW TO PROTECT YOUR ATM FLEET FROM "MAN-IN-THE-MIDDLE" ATTACKS

Jackpotting and man-in-the-middle attacks now account for the majority of ATM crime in the U.S.—and many credit unions don't realize they've been hit until it's too late.

Learn how criminals exploit universal access points, why physical security alone isn't enough, and how a managed ATM strategy can help safeguard your fleet against rapidly evolving threats.



PULSATE SAYS: GROWTH OPPORTUNITIES HIDING IN YOUR DATA



Most credit unions don't need more data, they just need a clearer direction from their data. That's why our partner Pulsate compiled 10 everyday signals you already have (and one you may not!), along with guidance on how to act on each with no heavy lift and maximum visibility.

Grab the guide: [*Finding the Growth Opportunities Hiding in Your Data*](#)



Website Design & hosting Solutions

WEBSITE REALITY CHECK: 5 FIXES THAT IMPROVE CONVERSIONS, SEO, AND TRUST

In this webinar, you'll learn the five highest-impact fixes for financial institution websites, practical, proven improvements that increase applications, drive account openings, and build trust with customers and members alike.

You'll leave with quick wins you can implement immediately, along with a clear understanding of how to strengthen SEO and AEO using E-E-A-T (Experience, Expertise, Authority, Trust), a critical factor for credibility, visibility, and performance in financial services.

This session is designed for credit unions and banks looking to improve digital results.

Key Takeaways

- How trust directly drives conversions on financial institution websites
- Why E-E-A-T is essential for financial SEO and customer confidence
- Quick, high-impact fixes you can prioritize right now



Feb. 26



3 PM EST



[Register Here](#)

OUR TEAM



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Please reach out to your League Representative with any questions at leaguereps@mcu.org.