

VALUE OF CCUA MEMBERSHIP



As a CCUA-member credit union, your credit union receives unlimited access to industry experts, proven resources, and personal support. In addition, your credit union benefits from the CCUA's strong strategic partnership with CUNA serving America's credit unions. Your annual dues help deliver valuable resources, tools, and services.

LEGISLATIVE AND REGULATORY ADVOCACY

- Connect with state and federal lawmakers at home, in Washington, and at your desk virtually throughout the year
- Engage in dialogues with state and federal regulators, and insurers on emerging issues
- Develop local and national credit union policy platforms
- Join state specific Advocacy Committees and exchange with peers on key topics
- Utilize grassroots tools such as member surveys, action alerts, and working groups to provide your views on trending subjects
- Help identify priority legislation and its impact with summaries and communications

CONSUMER ADVOCACY | *Better Values. Better Banking.*

- Engages consumers with targeted strategies, programs and products, promoting greater public awareness of credit unions
- Supports a range of initiatives aimed at promoting financial literacy, community engagement, and the value of credit unions across the CCUA footprint
- BankSafe, empowers credit union staff to recognize and help prevent elder financial exploitation; offered in partnership with CUNA and AARP

COMPLIANCE

- Access to compliance experts ready to assist members with the nuances of laws and regulations governing credit union operations
- Direct assistance for all credit union staff using a dedicated, toll-free hotline
- Stay informed on emerging issues, judicial decisions, risk alerts, and best practices
- Benefit from complimentary, easy to access summaries, frequently asked questions, checklists, and other resources through online toolkits, conference calls, trackers, and InfoSight, a compilation of common compliance topics
- Simplify compliance tasks using tools such as CU PolicyPro, a manual of sample policies, and ComplySight, a comprehensive compliance management system

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BUSINESS SERVICES | COOPERATIVE SOLUTIONS

- Experience CU Marketplace, the only B2B showcase designed for credit unions and by credit unions, featuring informative conversations with service providers
- Compete more effectively partnering with CCUA carefully selected service providers
- Leverage partnerships to create real buying power for credit unions through a broad range of suppliers, vetted through CCUA, that help members secure the best products and services delivering the best value
- Collaborate with, and gain insights, from experts in technology, digital transformation, and data analysis that allow credit unions to make the most effective use of technological investments to provide enhanced member experiences and grow revenue

EDUCATION & PROFESSIONAL DEVELOPMENT

- Access to management and leadership seminars, as well as customized training on a broad range of topics presented both in-person and virtually
- Learn from national instructors during diverse live webinars offered year-round, or study at your own pace with on-demand and online training/certification programs
- CU Accelerate, the thought-provoking conference with future-focused content from industry leaders and international experts
- APEX Conference combines education with celebration, featuring insights from industry experts and recognizing the 'best of the best' of CCUA members
- CEO Roundtable events promote discussion and idea sharing among credit union peers
- Networks offer a unique way to engage with other credit union professionals and fine-tune skills within a particular operational discipline
- Complimentary Bank Secrecy Act/OFAC compliance webinars and training

LOW-ASSET CREDIT UNION SUPPORT (LESS THAN \$200M)

- Small Credit Union Assistance Program provides grants assisting with general operating needs that will ultimately help to improve member service
- Small Credit Union Network offers peer-to-peer engagement to discuss trends and hot topics impacting credit unions
- Access to a litany of complementary resources and discounts exclusively available to small credit unions, from free salary reports to conference and education discounts

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OUTREACH OPPORTUNITIES

- Recognize deserving staff and volunteers through the CCUA Awards of Excellence and National Social Responsibility Recognition Awards Programs
- Join the CCUA actively supporting and encouraging outreach initiatives that benefit the charitable partners of our member states:
 - Delaware: Special Olympics Delaware
 - Massachusetts: MA Coalition for the Homeless-A Bed for Every Child
 - New Hampshire: Make-A-Wish New Hampshire
 - Rhode Island: Special Olympics Rhode Island

EXCLUSIVE INSIGHTS & OFFERINGS

- Access to a peer comparison dashboard with data including the number of new loans booked, marketing money spend, membership growth, deposit growth and more
- Complimentary national and state-specific quarterly fee reports
- Review the most comprehensive industry-specific salary analysis available to credit unions with CUNA's Staff Salary Report, and discover the most extensive industry insights, consumer trends, emerging technology and fintech with CUNA's Environmental Scan (E-Scan)
- Complimentary Human Resources Hotline available through partnership with the Employers Association of the NorthEast
- Complimentary CU System Update (virtual or in-person) for credit union board of directors and management teams

STRATEGIC COMMUNICATIONS

- Stay up to date on industry news in the Daily CU Scan
- The CCUA365 mobile app keeps you connected with the daily newsletter, advocacy and training calendars, education, compliance, and app exclusives
- CCUA's Listserv groups encouraging robust discussion among peers