

## Minnesota Family Involvement Council Year In Review 2009



### FIC Goals: 2009+

In addition, the FIC met in November 2008 for a planning session, setting main goals for 2009 and beyond. They include:

1. Deliver to Minnesota credit unions an annual education scholarship program.
2. Establish criteria to determine and develop logical and appropriate partnerships with organizations that can contribute to, and in keeping with, the realization of the FIC's mission and overall purpose.
3. Develop a business plan that would outline and identify the details, procedures and resources needed to establish a Start2Go financial education workshop.
4. Renew efforts to explore and establish funding alternatives to support the FIC's mission and initiatives.
5. Maintain full FIC participation of at least 12 credit union volunteers.
6. Enhance and promote the FIC web site as a resource to the organization's primary audience: Minnesota credit unions.

### FIC Mission

*The Minnesota Family Involvement Council will enhance the future of the credit union movement by supporting Minnesota credit unions' efforts to provide financial education programs and encourage full-family involvement.*

### Committee Members

The FIC welcomed two new members in March, bringing the FIC to full capacity at 12 members. Greg Hird of First Alliance Credit Union and Angela Mattson of St. John's Credit Union joined the committee, replacing John Rutz of AE Goetze Credit Union and Tiffany Kirk of City-County Federal Credit Union who stepped down from the FIC earlier in the year. Amy Jo Hanson of Affinity Plus also departed the committee in August when she left her credit union.

### Scholarship Program 2009

The Minnesota Family Involvement Council met in March to judge more than 700 scholarship applications to award \$11,000 to 20 individuals for the 2009-2010 school year. Two \$1,000 scholarships and eighteen \$500 scholarships were awarded to applicants in traditional (high school seniors) and non-traditional categories.

Applicants submitted information and an essay that answered the following statement: "Financial education is a high school graduation requirement in several other states. Explain the pros and cons of Minnesota doing the same."

In the traditional category:

## Minnesota Family Involvement Council Year In Review 2009



\$1,000: Maria Lendobeja, Mid-Minnesota Federal Credit Union  
\$500: Arthur Carlson, City-County Federal Credit Union  
Kristin Roberts, Mayo Employees Federal Credit Union  
Brittany Asanovich, Postal Credit Union  
Benjamin Streeter, TopLine Federal Credit Union  
Jessica Springer, Hiway Federal Credit Union  
Jordan Spatenka, Federated Employees Credit Union  
Shannon Goerke, Affinity Plus Federal Credit Union  
Joshua Connell, Co-op CU of Montevideo  
Kelsey Erickson, Hiway Federal Credit Union  
Emily Swenson, Greater Minnesota Credit Union

In the non-traditional category:

\$1,000: Sara Sandwick, Hermantown Federal Credit Union  
\$500: Chelsea Craven, Great River Federal Credit Union  
Amy Garcia, Affinity Plus Federal Credit Union  
Margaret Albrecht, Postal Credit Union  
Willima Tice, Postal Credit Union  
Stacy Edland, Accentra Credit Union  
Jena Gordon, TruStar Federal Credit Union  
Jeffrey Albright, Central Minnesota Federal Credit Union  
Stephanie Zastrow, City & County Credit Union

Funds for the FIC's scholarship program are raised at the committee's Silent Auction held during the MnCUN Annual Meeting.

### Scholarship Program 2010

The FIC will meet in the fall to determine its scholarship question for the 2010 competition. Applications will be available online at that time.

### Silent Auction

The FIC held its annual Silent Auction at the MnCUN Annual Meeting April 17-18. Marking a shift in Silent Auction philosophies, the FIC offered fewer auction items and instead credited credit unions' monetary contributions directly to the scholarship fund rather than purchasing auction items, as has been typical in the past. All proceeds from this fundraiser support the FIC's annual scholarship program. The FIC raised a record \$11,199 in 2009 through the generous contributions of credit unions, vendors and corporations.

### Annual Meeting Educational Session

The FIC hosted a session at the MnCUN Annual Meeting featuring Justin Ho, a 21-year-old board member at USC Credit Union.

### ***“Attracting & Retaining Members of Gen-Y”***

*Generation Y: A segment of the population that is young... savvy... and a complete mystery to far too many credit unions today. Learn from this 21-year-old credit union director how your credit union can (and should!) put a next-generation focus on products and services, especially in today’s economy. This session will also delve into web technologies, social networking, and offerings to attract Gen Y.*

### FIC Outstanding Volunteer

Each year, the Family Involvement Council selects one of its volunteer committee members to receive its Outstanding Volunteer award. This individual is recognized at the MnCUN Annual Meeting Awards Banquet on Saturday evening. Lynn Meisner of City-County Federal Credit Union received this honor in 2009. She is instrumental in the coordination of the FIC’s Start 2 Go program, which assists credit unions in creating kids, teens and seniors clubs. Meisner is also involved in the committee’s silent auction, scholarship program and other projects.

Meisner joined the FIC in 1991 and has been an active participant of the FIC, serving as Vice Chair from 1996-1999 and Secretary from 1999-2005. She also received the FIC’s Outstanding Volunteer Award in 1997.

### Start 2 Go: 2008-2009

The ultimate goal of the Start 2 Go program is to create longevity in a credit union’s membership by establishing an age-appropriate club to engage members. Since starting this program in 2006, the FIC has assisted one credit union per year to establish a club of their choice – a kids club, teens club or seniors club.

The FIC finished its year-long commitment working with Midland Co-op Credit Union, which was selected as the 2008/2009 Start 2 Go program participant. With the goal of helping MCCU establish a kids club, five council members spent a day with the credit union’s employees to brainstorm ideas and provide resources to get started. Through researching various options and thoughtfully considering the \$10 million credit union’s limited resources, the FIC helped MCCU to generate ideas and focus their research. The credit union ultimately decided to implement a pre-packaged kids club, Kirby Kangaroo.

In the past two months, MCCU has automatically enrolled all kids 12 and under, and reached out to parents to introduce the program, its goals, and the Kirby Kangaroo web site. Each child received a letter from Kirby, along with a club card and passbook. Kids club members earn “credits” for saving and making

deposits, and the credits can be used to “buy” items at the credit union (such as pencils, Frisbees, sling bags, wallets and gift cards).

#### Start 2 Go Educational Session 2010

The FIC will host a Start 2 Go educational session in the fall of 2010, intended to help credit unions establish a kids, teens or seniors club. Similar in concept to the Start 2 Go program where the FIC would personally help one credit union per year, the workshop will allow the FIC to use knowledge gained in the first three years of the one-on-one program and apply it in a large-group setting.

#### NYIB statistics rank Minnesota CUs in top 15

Minnesota placed in the top 15 states for the number of financial education presentations made during 2008-2009. In total, the National Youth Involvement Board (NYIB) reported that U.S. credit unions conducted presentations for more than 380,000 students in the past year.

In Minnesota, credit unions reportedly made 329 presentations to more than 7,500 students. Through these classroom sessions, credit unions professionals and volunteers taught students about credit unions and financial literacy topics like saving, budgeting, credit and more.