

Business Briefs

Open-source, young adult oriented business plans for credit unions

- Monthly business plans include research, program suggestions, and case studies.
- Programs attract younger members, professionals, and volunteers.
- Briefs announced at CUTomorrow.org, downloadable from Filene.org.

30 Under 30

Entrepreneurial SWAT Team of young credit union professionals

- Online collaboration and face-to-face workshops.
- Sub-groups introduce products or programs that match CU Tomorrow objectives.
- Interim and final reports detail new programs.

Community

CU Tomorrow and Filene Web sites for publication and idea sharing

- Blog posts for ideas and updates several times per week.
- 30 Under 30 and league meetings.
- Regular presentations at national events.



A Filene Research Institute program to help credit unions attract:

Younger Members • Younger Professionals • Younger Volunteers

Leagues

Statewide collaboration to implement CU Tomorrow programs

- Credit unions commit to implement several business brief ideas.
- Local training and collaboration with partner credit unions.
- Filene and leagues measure and disseminate results.

Recruiting

Talented interns and new hires from high-profile universities

- Filene connects high potential undergrads and MBAs with credit unions nationwide.
- Partner institutions include major U.S. universities.

Research

Academic research, focus groups, online surveys, and interviews

- Young adult reports with Filene Research Fellows.
- Non-traditional data collection through focus groups and interviews.
- Surveys of potential members, employees, and volunteers.

www.cutomorrow.org