
Filene 30 Under 30

Date: 11-1-08

Designed by:
Dustin Limburg
Jansen Perdue



MAP to Success

**Successful Implementation
of a Young Adult
Member Advisory Panel**

Executive Summary

The MAP to Success provides an “out-of-the-box” solution to engaging and connecting to the Young Adult demographic including members and potential members of Client Credit Union. MAP to Success takes you step-by-step through the process of attaining quality members, developing an electronic meeting space, establishing a curriculum for meetings, and facilitating discussion between your panel and CU decision-makers.

The purpose of a Young Adult Member Advisory Panel is to engage and connect with the target demographic by gathering members together in a manner that will allow the free exchange of ideas, comments, and can generate productive and actionable results.

Contained within the MAP to Success Client Credit Union will find various component tools including:

- Product overview
- General Timeline
- Recruiting and interview strategies
- Staffing and Budget suggestions
- Tracking and metrics
- Electronic delivery
- Sample promotional strategy
- Sample proposal for Board of Directors approval
- Sample marketing strategy
- Appendix of Supplementary Documents including:
 - Proposed Board of Directors Guidelines
 - Sample Interview Questions
 - Sample Introduction Letter
 - Sample Member Profile Sheet
 - Sample Orientation Meeting Agenda
 - Sample Follow-up Meeting Agenda
 - Sample Meeting Evaluation Form
 - MAP for Success Contact Information

Expected results include increased involvement and connection with young adults, stronger targeted branding, and increased awareness and advocacy within the target demographic. Other results may include a deeper product relationship, increased young adult membership, adaptation of new technology.

**Expected results are based on BETA testing of a Member Advisory Panel (open demographic) and the planning and recruiting of a Young Adult Member Advisory Panel at Wright-Patt Credit Union, Dayton Ohio as of 10-08. Young Adults were recruited, interviewed and involved in various projects. WPCU is currently implementing the Young Adult Member Advisory Panel.*



Product Overview

Client Credit Union will implement a Young Adult Member Advisory Panel (MAP). This panel will consist of up to 14 members between the ages of 16-24 and represent various stages of members' lives. The panel will meet at least once per quarter in person and periodically participate via an internet group. Panel members will be required to participate in group discussions, brainstorming, product review, and provide insight into the demographic.

Included in the "MAP to Success" are all the basic tools necessary for Client Credit Union to implement the MAP. The implementation package includes templates for Board of Directors proposed guidelines, recruiting and interviews, marketing and branding, quarterly and Internet-based meetings, as well as information regarding budgeting, staffing, and tracking.

The "MAP to Success" is the "out-of-the-box" solution for credit unions seeking to engage the Young Adult market with limited means or manpower.

Proposed Guidelines for Board of Directors

See Appendix Document—Proposed Board of Directors Guidelines.

Goals

The MAP has the following specific goals:

- **Engage the Young Adult Demographic**
 - Connect with the demographic in a meaningful and genuine way
 - Drive marketing through interaction with the demographic
- **Create an opportunity for ad hoc focus groups, surveys, and opinion collection**
 - Collect data as needed
 - Collect opinions regarding marketing, products, and other items as needed
- **Create advocates that will effectively spread buzz about Client Credit Union**
 - Create volunteers that will spread buzz and increase awareness and interest
- **Drive fundamental change within the organization**
 - Use the panel to drive marketing and branding efforts
 - Use the panel for events, promotions, and other marketing efforts
 - Actively seek ways to make the credit union more appealing and viable to the young adult demographic



Objective

Establish a connection and clear link to the young adult market by gathering and listening to the opinions of members within the demographic. The MAP to Success will drive change to help the credit union remain viable to a new demographic of members.

Target Audience

The target audience is 16-24 year old members for the panel. The secondary audience is potential 16-24 year old members that may be affected by marketing efforts.

The target market for the product bundle is all credit unions that are forward-thinkers looking to differentiate and connect with young adults.

Marketing Strategy

Panel Marketing

Marketing will be driven through branch channels such as signage, banners, floor stickers, and mailers. The internet will play a key role as well. Advertisements will run on the main home page, in home banking applications, and through social sites such as Facebook and MySpace. The primary source for initial members of the advisory panel will come from recommendations from the branch staff.

In order to collect recommendations, the branch managers and district managers will be held accountable for a certain number of nominations in excess of the total required panel members. From this set of nominations initial interviews will determine the final set of nominees and recruitment will begin. A process of selection and interview will determine the best candidates to represent Client Credit Union.

Potential MAP members will be incented to participate with premier pricing levels at Client Credit Union. This may include but is not limited to ATM fee waivers, loan rates, or other pricing benefits. A scholarship component may be introduced to incent members to participate. In this case, Client Credit Union may consider partnership with area high schools, colleges, trade schools, or organizations. Client Credit Union may also consider promotion of an open-ended scholarship component.

The MAP to Success can be promoted and implemented with grassroots marketing efforts with little or no cost to Client Credit Union. The purpose of the MAP to Success is to engage the demographic in the most effective and cost-efficient manner. Word-of-mouth marketing has been the most

Selected members will participate in various advertising efforts through branches, mailers, newsletters, and via the internet that let young adults know they are being represented. This will help drive participation.



Timeline

Preliminary Steps

Month 1	-	Board proposal and approval, internal partner selection and planning
Month 2 - 3	-	Internal development of website, logistics and key component
Month 3	-	Member search process
Month 4	-	Member interview and selection process
Month 4	-	Invitation and announcement of members
Ongoing	-	Quarterly meetings with selected members
Ongoing	-	Ongoing monthly activities
End Year One	-	End of year wrap up and review
End Year One	-	New member search begins

Recruiting Guidelines and Process

Recruiting will differ based on size and organizational structure of Client Credit Union.

Recruiting will be based on a nomination system implemented to district managers and branch staff. Branch staff will recommend members on the following recommended categories:

- Relationship with Client Credit Union
- In good-standing
- Holds an active account and uses other services provided by Client Credit Union
- Personable – seems to work well with others and enjoy team activities
- Forward-thinking – demonstrates creativity or interest in improving Client Credit Union
- Loyalty – Willing to become and advocate and remains dedicated to Client Credit Union

Interview Template

See Appendix Document—Sample Interview Questions.

Meeting Template

See Appendix Document—Sample Member Profile Sheet

See Appendix Document—Sample Orientation Meeting Agenda

See Appendix Document—Sample Follow-up Meeting Agenda

See Appendix Document—Sample Meeting Evaluation



Suggested Budget

Suggested First Year Budget	\$4,000
Printing	\$500
Advertising (pre and post marketing)	\$2,000
Meeting Materials	\$500
Meeting Refreshments	\$1,000
Member Rewards (pricing, promos, etc.)	<i>Varies based on Client Credit Union</i>
Staffing	<i>Staff compensation will vary</i>

Suggested Staffing

Executive Sponsor:	Vice President or Executive that supports the program
Implementation:	Representative that puts the plan into action and handles logistics
Administration:	Handles Meeting notes, correspondence, and other needs
Support Staff:	As needed

Tracking and Metrics

- Meeting notes
- Year one evaluation
- Meeting evaluation forms
- Feedback
- Member Center tracking numbers

Electronic Delivery

MAP to Success will be your guide to creating an electronic workspace for your panel to communicate.

Implementation is out of the box and straight forward. How-to materials are available upon request. Google Groups Tour and Setup links follow:

[Google Groups](#)

[Tour of Google Groups](#)

Recommended social media sites include:

Facebook, MySpace, YouTube, Twitter, Blogger, and other popular social media sites available for use.



BETA Testing as of 10-08

Beta testing has occurred at Wright-Patt Credit Union (WPCU) of Dayton, Ohio. WPCU conducted preliminary testing of one college-focused and one non-college-focused panel. WPCU recruited panelists through nomination of branch staff and will provide briefs on which materials and examples can be made.

WPCU will provide members with premier pricing to reward participants. WPCU will provide tracking and data to the project accordingly, and is currently moving through implementation.

Branding

The brand of the panel reflected in advertisements will have a clean simple appearance. The brand will be specific to the Client Credit Union and will reflect the CU logo. It will be important to contain a clean appearance in all advertisements, online materials, and other collateral that is distinctively young. Templates of various advertisements are available on request.

Promotions

Online and Social Media sites

- Facebook
- MySpace
- Google Groups
- YouTube
- Twitter

Promotional Signage and Notifications

- Banners
- Signs
- Floor Stickers
- Television screens if applicable
- Events – battle of the bands, video game tournaments, other event promotions
- Mailers
- Newsletter articles and advertisements

Scholarship or other rewards

- Partnership with local area high schools, colleges, or organizations as available
- Other rewards or “perks” may be granted as deemed appropriate by Client Credit Union



Appendix of Supplementary Documents

The appendix includes templates to be used in various steps of the implementation of a Young Adult Member Advisory Panel. The enclosed documents may be edited to suit the Client Credit Union.

The Appendix includes the following:

- Proposed Board of Directors Guidelines
- Sample Interview Questions
- Sample Introduction Letter
- Sample Member Profile Sheet
- Sample Orientation Meeting Agenda
- Sample Follow-up Meeting Agenda
- Sample Meeting Evaluation Form
- MAP for Success Contact Information



Proposed Board of Directors Guidelines

Client Credit Union

Young Adult Member Advisory Panel (YA MAP) Guidelines

General

Client Credit Union (CU) management established a Young Adult Member Advisory Panel (YA MAP) comprised of 14 Member-Owners in good standing ages 18-24.

Purpose

The purpose of YA MAP is to advise management on how to better meet the needs of young adult member-owners and the cooperative. YA MAP members will provide qualitative analysis pertaining to specific market groups and/or products and services.

Objectives

The objectives of the Member Advisory Panel are:

- Review and provide input on current products and services
- Advise on new, or enhancements to existing products and services
- “Test market” advertising campaigns
- Make recommendations on new marketing campaigns
- Provide general input for the benefit of all CU members and the organization

YA MAP will not establish or oversee company policy or procedure, and has no fiduciary responsibility. Sample questions for input could include: thoughts on rewards programs; process/paperwork reduction ideas; and opinions about a member incentive promotions.

Expectations

Active Participation

All members of the Advisory Panel are encouraged to be active participants in the quarterly and internet panel meetings and other events for which they are invited.

Time Requirements

Panel members will have four in-person meetings (or more as necessary) per year that will last between two and three hours. Members must attend a minimum of three of the four meetings per year. In addition, Advisory Panel members are required to attend the orientation meeting. Additional online meetings will be held monthly with suggested participation.



Page 2

Member Advisory Panel

Confidentiality and Participation Principles

Members of YA MAP must agree, in writing, to observe the confidentiality of CU information, as well as agree to the WPCU Member Advisory Panel Participation Principles.

Liability

Members of the Advisory Panel are covered under the CU “Directors, Volunteers and Employees” fidelity bond coverage. Per Board Policy definition, YA MAP members will not be designated “official family”, but will be considered volunteers. This coverage protects YA MAP volunteers from liability arising out of their duties performed for the credit union.

Membership

Participation in CU’s YA MAP is voluntary. YA MAP consists of 14 member-owners representing the following suggested (which may vary by location) membership segments:

- Five (5) College Students
- Five (5) Non-college students
- Four (4) High School students

Appointment and Service Term

Based on recommendations from the assigned representative, CU’s President or assigned Administrator shall appoint volunteers to serve on YA MAP.

With the exception of the initial panel, the CU YA MAP term of service shall be 24 months. The CU President shall make the appointments in November for terms expiring the coming January. The initial panel of 14 volunteers shall begin January 1, 2009. To establish rotating terms and to create continuity, seven of the fourteen initial volunteers will serve a twenty-four month term; seven will serve a twelve month term to be selected at random or President’s discretion. At the conclusion of the first twelve months, CU’s President will appoint seven volunteers to a twenty-four month term. Volunteer terms shall run as follows:

- Seven (7) volunteers January 1, 2009 to December 31, 2010
- Seven (7) volunteers January 1, 2009 to December 31, 2009
- Appointment of seven (7) volunteers January 1, 2010 to December 31, 2011
- Beginning in 2009, all expiring terms will be re-appointed for 24 months

A volunteer may serve no more than two consecutive twenty-four month terms. A volunteer may not serve concurrently on the CU board and YA MAP. Employees are not eligible to serve as YA MAP volunteers.



Page 3**Member Advisory Panel****Leadership**

The Marketing Representative for Young Adults is responsible for the organization, relationship management and YA MAP meeting minutes and resultant reporting.

Vacancies

The CU President will fill vacancies based on recommendations of the assigned representative and staff. Volunteers may fill a vacancy and then serve two consecutive twenty-four month terms.

Meetings

YA MAP meetings will be held four times per year or as the CU President deems necessary. Meetings will be held at the CU Corporate office or other equally accessible and convenient location.

Volunteer Incentives

Participation on CU's YA MAP is voluntary. YA MAP volunteers will receive certain recognition of their service to the cooperative. These benefits shall begin the first day of service and end on their last day of service. Benefits will vary by location but may include: Premier status in relationship pricing as applicable; preferred pricing on selected loans as applicable; a Corporate Logo shirt; and other appropriate benefits that might become available.

General Guidance

The assigned representative will oversee and facilitate the YA MAP under direction of an executive level staff and the CU President.

The assigned representative will ensure all administrative functions are preformed such as: recording of minutes, distribution of meeting notices, and maintenance of other records.

CU expenses relating to YA MAP shall be subject to the company's policies and procedures.

The Member Advisory Panel serves at the pleasure of CU and therefore its procedures, operations and/or composition can be modified or discontinued at the discretion of the CU President.



Sample Interview Questions

Are you currently attending college?

If so, where?

If graduated, from where?

Are you currently working?

If so, where?

Are you working and attending college?

What does your job entail?

What products and services do you use at your credit union?

What would you tell a friend who is looking for a financial institution?

How would you describe your credit union?

How has your credit union helped you?

What other hobbies or interests do you have?

Where do you typically spend your weekends?

What suggestions can you offer about your credit union advertising?

Do you know the difference between a credit union and a bank?

What are your banking habits?

Why did you choose your financial institution?



Sample Introduction Letter

Date

Name

Address

Dear Member:

Thank you for volunteering for the Young Adult Member Advisory Panel at Client Credit Union. We are excited to have you on the panel and look forward to making great things happen for Client CU Members.

Our Orientation Meeting will be held on Date at Time, in the Board Room at the Corporate Office. We are located at Address of Client Credit Union. Dinner will be served at 5:30 p.m. and the meeting will begin at 6:00 p.m.

I am enclosing the meeting agenda and a brief information sheet asking a few questions about you. Please complete the information sheet prior to meeting.

I am looking forward to meeting you and beginning this new venture. If you have any questions, please call me at PHONE or email at email@clientcu.com.

Sincerely,

Mr. President
President
Client Credit Union

Enclosures



Sample Member Profile Sheet

Client Credit Union Member Advisory Panel Profile Sheet

Name: _____

Please provide the following based on your preferred contact point. For example, some individuals prefer that we contact them at work, and others prefer being contacted at home.

Mailing Address: _____

Phone Number: _____

Alternate Phone Number: _____

E-mail: _____

Voluntary Self-Selection Information

The credit union is gathering the following information as part of its diversity outreach efforts. Providing this information is strictly voluntary.

Race or Ethnic Identity	Gender	**Veteran Status
<input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> White (not Hispanic or Latino) <input type="checkbox"/> Black or African American (not Hispanic or Latino) <input type="checkbox"/> Native Hawaiian or Pacific Islander (not Hispanic or Latino) <input type="checkbox"/> Asian (not Hispanic or Latino) <input type="checkbox"/> American Indian or Alaskan Native (not Hispanic or Latino)	<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Vietnam Era Veteran <input type="checkbox"/> Special Disabled Veteran <input type="checkbox"/> Other Eligible Veteran **Other <input type="checkbox"/> Individual with Disabilities
<input type="checkbox"/> I do not wish to Self-Identify Signature _____		



Sample Orientation Meeting Agenda

Young Adult Member Advisory Panel Orientation Meeting

Date

Time

Location

Tentative Agenda

Welcome & Introductions

Speaker and Title – President or Vice President

The Member Advisory Panel - Overview

Representative

YA MAP Guidelines

YA MAP Profile Sheet

Overview of the Client Credit Union

Name and Title, President or Vice President

Vision/Mission

Business Model or operating plan

Client Credit Union Essential Information

Strategic Plan

Information that shares how CCU cares about members

Questions & Answers

Next Meeting(s)

Date and Time

Meeting Evaluation & Feedback Form

Adjournment



Sample Follow-up Meeting Agenda

Young Adult Member Advisory Panel Orientation Meeting

Date

Time

Location

Tentative Agenda

Welcome

Speaker and Title

Credit Union Update

Products

Services

Important Topics

Open Discussion

Pre-meeting questions

Meeting Feedback Review, Questions and Answers

Closing Comments and Next Meeting(s)

Date and Time

Meeting Evaluation & Feedback Form

Adjournment



Sample Meeting Evaluation Form

**Member Advisory Panel
Meeting Evaluation and Feedback Form**

On a scale of 1 to 5 (5 being the best), how would you rate today’s meeting on the following criteria:

Criteria	1	2	3	4	5
Effective Use of Meeting Time					
Relevance of Information Provided					
Overall Impression of the Meeting					

Any suggested changes for making the Member Advisory Panel meetings more effective?

Was there anything you learned today that surprised you about Wright-Patt Credit Union?

Now that you know more about Wright-Patt Credit Union’s mission and vision:

What suggestions do you have for WPCU management to improve the credit union?

What ideas do you see for improving the benefits to member-owners?



Are there any financial products or services that you would like to see WPCU offer?

Is there anything else you wanted to share that isn't covered in the questions above?

We are looking at three options of meetings for the remainder of the year. If you think you can make at least 2 of the 3 on the following dates please mark yes:

<u>Option 1</u>	<u>Option 2</u>	<u>Option 3</u>
April 12 th	April 10 th	April 4 th
August 9 th	August 14 th	August 1 st
December 13 th	December 11 th	December 5 th
<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes

Please return this survey in the self-addressed, post-paid envelope provide no later than February 28.

To maintain continuity on the M.A.P., in the first year we will appoint 7 members for one-year terms and 7 for two-year terms. Do you have a preference on the initial term of service? (Note: All M.A.P. volunteers are eligible to serve 2 – two year terms.)

_____ 1 year _____ 2 year _____ No preference.

Thank you for attending the meeting and I will look forward to seeing you again.



MAP for Success Contact Information

Ben Rogers

Driver, CU Tomorrow

Benrogers@filene.org

30 Under 30 Project Administrator

Dustin Limburg

Marketing Representative for Young Adults

Wright-Patt Credit Union, Dayton, Ohio

dlimburg@wpcu.coop

800-762-0047 extension: 7306

Jansen Perdue

E-Services Director

Hoosier Hills Credit Union, Bedford, Indiana

Jansen.perdue@hoosierhills.com

812-279-6644

