Hello!

Thanks for supporting the Filene Research Institute. I’ve been honored to get to know many of you over the past several months. For those of you I have not yet had the opportunity to meet, my name is Taylor, and I’m the heading up the research team at Filene.

My first ask of you is to empty your wallet.

No, this isn’t a fundraising note. I just want you to look at all the different things you use as money: all the cards, coupons, receipts, and other money-like things you use alongside cash, coin, and the growing number of apps on your phone. Obviously, some things have changed in how you manage your finances. But some things are downright ancient: coins are thousands of years old, but still they somehow collect at the bottom of the cup holder in your car. Technological change—alongside market competition, generational shifts, and much more—remakes how people make and manage their money. In response, the credit union movement is also changing. But there’s still so much we don’t understand about these changes—and about what may, in fact, stay the same.

Here at Filene, we seek to understand the role that money plays in your members’ lives and your organization’s operations—and there’s always more to learn. Research is the bedrock of everything we do here at Filene. Research guides our innovation support, invigorates our events, and allows us to prototype, test, incubate, and scale new ideas with partners—like you. And research for me means staying curious and focused: asking questions, finding creative ways to answer them, and then translating those answers into action. That’s why each quarter I will be providing you with my insights on how you can apply Filene’s newest research, and a preview of upcoming topics that Filene will be exploring.

All this is best done together, in a community of inquiry with real-world applications. Filene is just such a community. Together, I know we can think forward in order to change lives.
Research can move your organization forward by preparing you for the **FUTURE**, introducing new **GROWTH** strategies, identifying and developing your next **LEADERS**, and sparking ideas to create **IMPACT** in your communities. Here are our highlights on the best of our research from 2018 and a preview of what we have in the works so you can take it next level in 2019.

**2019 EVENTS**

- **MAY 29-30**
  - Emerging Technology & IP Research Event
  - Seattle, WA

- **AUG 13-14**
  - Operations & Strategy Research Event
  - Boston, MA

- **SEP 26-27**
  - Talent & Consumer Thinking Research Event
  - Austin, TX

- **NOV 19-20**
  - Big Bright Minds Annual Member Event
  - Durham, NC
Research that helps your credit union grow
Solidify trust from your members and use data right to serve them better

Factors Contributing to Credit Union Asset Growth, 1979–2016
In the most comprehensive review ever undertaken of what drives asset growth, Filene’s economist measures a range of strategic options for credit unions looking to grow, from rates to product breadth to marketing investment.

FILENE.ORG/443

Ethical and Legal Concerns of Using Artificial Intelligence
Credit unions have a special opportunity to drive the transparent and ethical use of data in financial services while differentiating themselves from other financial institutions. AI can create efficiencies and produce new value, but if not understood and carefully vetted, it could also put your members at risk, exposing their personal data or inadvertently reinforcing social biases. This research will help you understand the importance of transparency and inclusivity when using AI-based technology in your credit unions.

FILENE.ORG/462

Research that helps your credit union cultivate, identify, and develop top talent
Be transparent, expand your networks, and invest in leadership

Using Analytics to Meet Member Needs
See how member data and publicly-available social media metadata can be used to understand a credit union’s existing membership and then to identify, target, and grow new members.

APRIL RELEASE

THREE-PART SERIES
Member Experience in Credit Unions
From watching a rideshare arrive to seeing toppings added to a recently ordered pizza, transparency and trust can also be ingredients in a recipe for strong service and member experience. Yet automation and online self-service have eroded one of credit union’s historical strengths in relationship banking. In this series, we dive into how credit unions can deliver, measure, and compete on service excellence in the face of rapid technological change.

SUMMER RELEASE

How Do Perceptions of the Physical Working Environment Effect Employee Attraction and Retention?
Have you or do you plan to invest in improving your office environment? Often the rationale for these investments is to attract top candidates and enhance an organization’s image to compete with other financial institutions in tight labor markets. But how does the physical workplace influence a potential employee’s perceptions of the recruiting organization’s culture and future viability? This research examines the role that physical workplace design plays in attracting top talent to credit unions.

SUMMER RELEASE

I’m excited to share that in 2019 I’ll also be curating collections from our FULL ARCHIVE of research for you to DIVE DEEPER INTO TOPICS OF RELEVANCE than one report could cover. You may have seen these in 2018 around our young adult research. In 2019 expect to see more focused on credit union growth strategies, marketing, and member research!
Research that helps your credit union make an impact on financial wellbeing

Strengthen and transform your communities

Reaching Minority Households Incubator
A monumental study of five lending products tested by 40 credit unions, generating over 58,000 loans worth almost $85 million to more than 18,000 consumers, Filene’s Reaching Minority Households Incubator shows that credit unions can sustainably serve families and communities of color. One big takeaway: credit unions can serve their non-citizen members while further growing memberships and assets. The definition of a win-win.

FILENE.ORG/452

From Debt to Mindfulness
Financial literacy is not enough. Personal financial management, especially when it comes to debt, is fundamentally shaped by people’s emotions and attitudes which can either undermine or galvanize good financial practice. This report gives credit unions tools to help members get in the right mindset to manage debt.

FILENE.ORG/455

JUST PUBLISHED!
Domestic Violence Recovery (DVR) Loan Program, Year Three Report
Credit unions already serve many vulnerable populations—whether or not they know it. The DVR Loan Program seeks to meet the unique financial needs of one such group: survivors of domestic violence. This report describes how domestic abuse can include economic abuse and demonstrates how a small investment by credit unions, in partnership with community organizations, can have an outsized benefit for members and organizational reputation.

FILENE.ORG/465

Meeting the Needs of Independent Workers at Vancity
Jobs are changing. More and more workers are freelancers and contractors, with increasingly irregular incomes and unique credit and financial management needs. This case study exemplifies how credit unions can use market research to better serve members employed, full- or part-time, in the gig economy.

MAY RELEASE

Consumer Insights on Autonomous Vehicles as an Impending Market Disruption
The 20th century was the century of the automobile—and the car loan remains critical to many credit unions’ business models. But cars are changing and so too is car ownership and use. This report maps the future of auto financing in an era of autonomous vehicles and shifting consumer attitudes to transportation.

FILENE.ORG/449

Preparing for a More Turbulent Future: How Credit Unions Can Remain Adaptive and Vigilant
The future takes shape out of the corner of your eye. Technology, consumer preferences, regulations, and new business models are constantly shifting. To survive, organizations must see shifts happening sooner and respond faster. This report measures credit union leaders’ vigilance and adaptability in the face of change—and gives you a tool to rate and improve your own.

FILENE.ORG/464

JUST PUBLISHED!
The Credit Union of the 21st Century
Through a reimagining of the 1934 Federal Credit Union Act, this landmark report looks ahead to identify social and economic trends, new technologies, and a potential revolution in field of membership that will remake credit unions over the next decades.

FILENE.ORG/459

Who Do Credit Unions Belong To? The Promise and Peril of Being Undefined in a Time of Political and Social Polarization
How do your community’s values align with those of your credit union? And how does your marketing message resonate with those values—do you seek common ground or embrace controversy? Filene set out to explore how political and social polarization affects public perceptions of credit unions, and the results are surprising. This report will have implications for credit unions for years to come.

APRIL RELEASE