In 2019, the Minnesota Credit Union Network embarked on a goal towards increasing the percentage of Minnesota population who are credit union members from 32% to 50% by 2030. Credit unions are a people-focused business and that is our focus too. Growth in members ensures a thriving movement and dollars, loans, and deposits, should follow. More members will help us to tell our story and make the case that credit unions are financial service providers of choice for Minnesotans.

Network staff have undertaken setting out a road map to achieving this goal through the core areas of Advocate, Educate, Inspire, and Connect. Staff have participated in multiple strategy sessions and have reviewed industry trends, Minnesota credit union profile data, and state comparative data to identify opportunities to achieve accelerated membership growth.

As we move into 2020, the 50x30 goal will be incorporated into the mission of the Network and we are in the process of formulating high-level strategies to build tactical plans to meet our goal.

The work will be guided by the following principles:
- Advocate by further identifying membership growth opportunities through market research as well as legislative and regulatory obstacles.
- Educate through professional development to guide our industry to be forward-thinking and well-informed.
- Inspire and demonstrate the “people helping people philosophy.”
- Connect members to innovative products and partnerships that attract new consumers to credit unions

An investment in the Network is an investment in the future of your credit union. Join us in 2020.

Cooperatively,

Mark D. Cummins
President & CEO, Minnesota Credit Union Network
ADVOCATE

The ever-changing political landscape of financial institutions demands consistent legislative & regulatory advocacy along with strategic communications to position credit unions as the best financial partner for Minnesotans. MnCUN strives to achieve this through:

- Supporting pro-credit union candidates & legislation at the state & federal levels.
- Working with regulators to advocate on behalf of credit unions.
- Improving media & public relations to increase consumer awareness.
- Keeping member credit unions informed & up-to-date.

EDUCATE

Professional development opportunities to provide staff and volunteers the tools they needed to perform their positions effectively and efficiently through:

- In-person events: Major conferences, Peer-to-peer networking, Committees, the Crew (young professionals group).
- Educational and informational webinars for members to stay current on relevant issues.
- One-on-one email and phone support to navigate compliance and regulatory requirements.
- Subscription access to Policy Aid.

INSPIRE

Leveraging the credit union difference and cooperative principles to positively impact credit unions and their communities. For example,

- The Minnesota Credit Union Foundation strives to provide resources for credit unions and communities to prosper and thrive through Financial Education & Professional Developments Grants.
- The Minnesota Credit Unions for Kids & Foundation Scholarship Council cooperatively fundraising to make the most impact.
- The MnCUN Awards Committee facilitates statewide and national awards programs and judges entries.

CONNECT

Connecting credit unions with tools, products, and services to meet the needs of members and employees through products and solutions:

- The Network Service Corporation (NSC) provides access to products & services, helping credit unions meet the financial needs of members and get access to exclusive pricing & benefits from NSC Strategic Alliances & Vendor Business Partners.
- Business solutions including TruLync, W1Ncentive Prize-Linked Savings & Data Analytics.
- Compliance Consulting & Business Planning Services.
- Potential job applicants and job postings through the Credit Union Job Center.