



League of Southeastern
Credit Unions & Affiliates

June 2020 League Report

ADVOCACY

In May, your Advocacy team continued updating lawmakers and promoting credit union values in this era of social distancing. We held additional virtual meetings with elected officials and stakeholders to remain engaged in the SBA's evolving Paycheck Protection Program and to address many of the other challenges credit unions face during implementation of COVID-19 relief legislation. Our current objectives are raising the arbitrary member business lending cap and supporting the CDFI fund to protect our most vulnerable members. We remain ready to aid our credit union members and help ensure relief gets to those who need it most.

The LSCU Advocacy team also began an initiative this month to engage with our members during a time of shifting priorities and the "new normal" of life during the pandemic. Each week, we have sent out communications highlighting ways that credit unions can actively participate in our advocacy efforts, even while unable to meet face to face. We plan to continue these weekly communications throughout our refocus in advocacy efforts. Please be on the lookout for grassroots campaign activities as we get closer to primaries and general elections in each state. Our efforts have never been more important as we work to elect credit-union friendly candidates.

EDUCATION & TRAINING

Webinar Wednesdays

LSCU & Affiliates is providing **FREE** online learning opportunities directly to member credit unions every Wednesday. Webinars offered to LSCU affiliates will focus on timely topics and provide meaningful information employees can put into practice at their credit unions. The webinar offerings are also designed to help credit union employees acquire valuable skills to continue their path to professional excellence. [Click here](#) for more details.

Virtual IRA Workshop

LSCU is hosting a [Virtual IRA Essentials & Advanced Workshop](#) on September 22 and 23.

IRA Essentials Workshop/September 22: \$299 per person

IRA Advanced Workshop/September 23: \$299 per person

IRA Essentials and Advanced Workshops/September 22 & 23: \$498 per person

[Click here to register!](#)

LSCU BSA Virtual Workshop

If you missed the [BSA Virtual Workshop](#) that took place on May 20, the workshop was recorded and is available for purchase. This workshop is designed for credit union staff handling the daily aspects of BSA with important up-to-date information while fulfilling the training requirement under the regulation. [Click here](#) to purchase the recording today.

Supervisory Committee Certification Program

The LSCU has partnered with Synergy Credit Union Consulting and the Louisiana Credit Union League to offer our credit unions an online and [on-demand supervisory committee certification program](#). This program contains an overview and 5 educational modules listed [here](#). Ancin Cooley, the trainer for these educational modules, may be a familiar face. He is a highly rated speaker that has presented at League events and supervisory committee and director training in our 3 states for many years. [Click here](#) for more details and to register!

MEMBERSHIP & COOPERATIVE INITIATIVES

Due to the cancellation of SCUCE, LSCU's Annual Meeting will be held on Wednesday, June 17th at 1:00PM CST/2:00PM EST at the Birmingham office of the League of Southeastern Credit Unions, located at 22 Inverness Center Parkway. Given the current coronavirus outbreak and related travel restrictions, LSCU is offering a webinar option for the meeting. Each full dues paying member credit union shall be entitled to one vote. A quorum is required to convene an official meeting and therefore ask that you complete and return the proxy form whether your delegate plans to attend the meeting in person or not. The Annual Meeting package, including the Delegate Registration Form, can be found [here](#) and virtual meeting registration [here](#).



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SOUTHEASTERN CREDIT UNION FOUNDATION

The Credit Unions Care Challenge has remained strong with 54 credit unions across Alabama, Florida and Georgia taking the challenge to date. Together we've been able to provide \$552,755 to local communities! Learn more or sign up to participate in the #CreditUnionsCareChallenge [here!](#)

A big thank you to all the credit unions who participated in this year's Virtual Financial Fitness Tournament. Be sure to contact SECUF Director Juli Lewis at juli.lewis@lscu.coop to get information on the 2021 Financial Fitness Tournament. It's never too early to start planning!

COMMUNICATIONS

The LSCU communications team has continued to focus on remaining a valuable coronavirus resource for credit unions through updates to the COVID-19 resource center and LSCU Insight, adding valuable tools to assist in the reopening process. In conjunction with the advocacy team, several surveys have gone out to credit unions allowing us to gather the necessary information to quantify the good work credit unions are doing to assist their members and communities and to share that information with media and legislators through press releases, infographics, interviews and op-eds. Working with the Foundation, we have also focused on telling the story of the SECUF's Credit Unions Care Challenge. Credit unions have been a beacon of light during this trying and fearful time and it is our goal to make sure that story is being heard. To date, LSCU media outreach during the coronavirus pandemic has reached over 100 million people with an ad equivalency value of almost \$1 million.

CUNA

Benchmark your training program in the time of COVID-19 with CUNA Professional Development Online (CPD Online) and CUNA Training Bundle. CPD Online offers a diverse line of topics to address today's training needs and gives employees the flexibility to grow. Popular topics include Working from Home, Identity Theft Red Flags, Regulation CC, and Elder Financial Abuse Awareness and Prevention. The CUNA Training Bundle offers a unique educational opportunity for unlimited access to hundreds of CUNA eSchools, webinars and certification programs. Training Bundle webinars in high demand include the Financial Counseling Certification Program (FiCEP), Change Management webinar, From Budget Analysis to Spending Plan webinar, and Understanding and Improving Cash Flow webinar. Explore 30+ Free Webinars for CUNA Members and these tools and their content at [CPD Online](#) and [CUNA Training Bundle](#). Can't find what you need, or have questions about CUNA Membership and Benefits? Contact your CUNA Engagement Consultant, April Ales at aales@cuna.coop or 608-231-4098.

LEVERAGE

We hope you can attend one of our two upcoming webinars for RecordLyf through Virtual Strongbox. RecordLyf is a white-labeled community outreach planning tool that focuses on personal disaster preparation and recovery ahead of a natural disaster. RecordLyf helps get vital records organized for consumers and small businesses BEFORE hurricanes, tornadoes, fires, and floods hit. Things like insurance policies, medical and vaccination records, business records, computer backups, phone numbers, credit cards, contacts, photos of house contents, wills, passports, etc. The important documents folks need have handy to recover from disastrous events that destroy their property.

June 17th at 11:00 EST <https://lscu.zoom.us/j/96952468906>

July 16th at 2:00 EST <https://lscu.zoom.us/j/92820677098>

LEVERAGE is also excited about opportunities for Credit Unions through PAR. By partnering with PAR through *LEVERAGE*, your credit union will gain access to a full asset recovery solution with state-of-the-art technology for tracking, vendor management and compliance. PAR offers industry competitive pricing with volume discounts, 52 in-network auctions with onsite representation across the US. PAR benefits from combined client volume and leverages preferred lane placement and standard menu pricing at all PAR network auctions. Contact your Business Development Consultant for more info!