



League of Southeastern
Credit Unions & Affiliates

April 2021 League Report

ADVOCACY

In March, Georgia and Florida hosted Virtual State Advocacy Conferences, providing over 70 attendees with updates regarding LSCU's legislative priorities. If you were unable to attend, you can access the conference slides [here](#). The Virtual Alabama Advocacy Conference will be held on April 26th. LSCU will also host an in-person reception on April 27th at ASE Credit Union across from the State House. For more information or to register, please visit [here](#).

LSCU priority bill HB 140, standardizing the use of reserves for maintaining capital and clarifying calculation of taxable income for Alabama's state-chartered credit unions, received approval from the Alabama Legislature unopposed and was sent to the Governor for signature. Additionally, LSCU staff were successful in passing the DBF Housekeeping Bill, permitting virtual/hybrid meetings, along with a high school financial literacy program requirement (SB 220) in Georgia.

The team is now soliciting items for this year's Silent Auction held in conjunction with SCUCE. It will culminate at the dinner on June 17th, while all bidding and payment will occur [online](#). We are looking to our credit unions to contribute auction items with a retail value of at least \$200 or a monetary contribution to purchase an item on your behalf. We have already received multiple items and are looking forward to a record-breaking auction! For questions, please visit our [auction website](#) or contact [Blake Westbrook](#) (AL & GA) or [Murphy Kennedy](#) (FL).

MEMBERSHIP & COOPERATIVE INITIATIVES

Thank you for your 2021 LSCU affiliation! To show your support for the League and the credit union movement, add your [2021 digital membership sticker](#) to your credit union's website or email signature. The digital sticker may be downloaded [here](#) and be on the lookout for your physical copy in the mail.

The LSCU Board of Directors approved an increase to the Small Asset Size Credit Union Initiatives Account for 2021. Eligible credit unions under \$50M will receive \$1,000 in SAS Funds to be used towards LSCU, *LEVERAGE* or CUNA products, services, and events. To utilize SAS Initiatives Account funds, simply notify your Member Engagement Consultant. Please note that 2021 SAS Funds must be used by December 31 and cannot be rolled over.

SOUTHEASTERN CREDIT UNION FOUNDATION

April is Financial Capability and Youth Month, so be sure to share your celebration with secuf@lscu.coop. Add to the fun by promoting the Biz Kid\$ Showcase competition to engage teens ages 12-18! We've made it simple by providing the materials, collecting entries, and even providing prizes.

Financial Capability Month is the perfect time to promote Enrich, the financial wellness platform for credit union employees provided by the Southeastern Credit Union Foundation. Contact us for details or campaign assistance.

EDUCATION & TRAINING

Consultative Lending in a Remote World

LSCU has partnered with the Michigan Credit Union League to bring you [Consultative Lending in a Remote World](#) on April 6. Are credit union staffers serving as salespeople or order takers? Tune in to learn how to create a sustainable sales culture, increase member satisfaction, grow the direct loan portfolio, and more. [Click here](#) to register today for \$129.

Virtual IRA Workshop

LSCU has partnered with Ascensus®, Cornerstone League, and Michigan Credit Union League for a [Virtual IRA Essentials and Advanced Workshop](#) on April 13 & 14. IRA Essentials provides a solid foundation of IRA knowledge while Advanced IRAs builds on basic knowledge to address more complex IRA issues. [Click here](#) to register for one course for \$219 or both for \$425.



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Virtual BSA Workshop

Registration is open for the [Virtual BSA Workshop](#) on May 4 & 5. LSCU has partnered with the Michigan and Nebraska Credit Union Leagues to host a two-day training event. Day One: \$79, Day Two: \$149, or Both Days: \$199.

Virtual Small CU Summit

When it comes to credit unions, one-size doesn't fit all! That's why the LSCU & Affiliates Virtual Small Credit Union Summit is specially designed to fit the needs of credit unions with assets of \$100 million or less. Click [here](#) to register today for \$79.

COMPLIANCE & REGULATORY SERVICES

PolicyPro is getting a new look and feel. Coming soon, system admins and policy editors will have a new toolbox to create and maintain policies, assign and track updates and review, upload additional documents, view model policy updates, and more. If you currently store and maintain your policies in PolicyPro, be on the lookout for more information coming soon.

Publications include the first "Compliance in a Flash" video on InfoSight, the weekly InfoSight newsletter, and a Compliance Bulletin on NACHA Fraud Detection Standards for WEB Debits Rule. The Compliance team also produced, with the assistance of Growth by Design, an economic update of 2020's financial results for all three states and nationally at a Macro level. Please contact the Compliance team if you would like a copy or have questions on Compliance Programs/operational questions at Compliance@lscu.coop.

COMMUNICATIONS

The Communications Team is currently gathering results of the Helping People Afford Life survey to help explain the credit union difference! Please remember to send yours in or contact cailin.obrien@lscu.coop for assistance. Additionally, our team is also gathering stories about members and communities who were positively impacted by your credit union during the pandemic. The "People Helping People" video will debut during SCUCE. [Please use this link to share your story by April 8th.](#)

Additionally, you can now find The LSCU Podcast, Common Cents on Apple and Google platforms. Just use your respective podcast library and search for "Common Cents." You can also catch up on [all of the Common Cents episodes here.](#)

LEVERAGE

LEVERAGE continues partnership with CUNA Strategic Services with the following products to support credit unions in 2021:

POPi/o – Cost-effectively serve larger geographic locations, increase convenience, and allow face-to-face interaction.

Illuma Labs - A real-time voice authentication and fraud prevention service for credit union call centers.

Eltropy – Text messaging that allows credit unions to communicate with members, enhance engagement, and grow income.

Rate Reset – Allows for instant pre-qualification button and resetting existing loan rates in just a few clicks.

Zogo – Gamified financial literacy app to engage mobile-centric consumers to your credit union.

Verafin- BSA/AML & Fraud detection software to deliver operational efficiencies, reduce fraud losses and ensure compliance.

Kasasa – Loans with "take backs", allowing members to pay loans ahead and track savings, along with a checking rewards program to increase income.

For more information, please contact your *LEVERAGE* Business Development Consultant.

CUNA

CUNA has designed a free DEI eSchool led by Ryan Donovan, EVP Chief Advocacy Officer, to help understand the impact of diversity, equity and inclusion at your credit union. Additional information may be found [here](#).

The National Credit Union Foundation released the first part of its Side Effects project, exploring the link between physical & financial well-being in the financial crisis of cancer. Visit [here](#) to learn more about the project.