



League of Southeastern  
Credit Unions & Affiliates

## January 2021 League Report

### ADVOCACY

In December, your LSCU Advocacy Team worked to bring 2020 to a successful close. The year brought credit unions many distinct challenges, but also gave us opportunities to meet our members' needs in realistic and creative ways. We look forward to continuing that spirit of resourcefulness this year. The Advocacy Team will continue to provide you with updates as we move into the convening of the Alabama, Florida, and Georgia legislatures in their 2021 Sessions.

After the conclusion of the Virtual Silent Auction and Virtual Advocacy "Luncheon", the team is committed to continuing to build on the successes of 2020. An early opportunity to support our advocacy efforts will come on March 2<sup>nd</sup>-4<sup>th</sup>, with the Virtual CUNA Governmental Affairs Conference. Stay tuned for more information on speakers, events, and lawmaker meeting agendas.

### MEMBERSHIP & COOPERATIVE INITIATIVES

Happy New Year! The LSCU team looks forward to serving our affiliated credit unions throughout 2021. 2021 LSCU and CUNA dues may be paid by online ACH (click [here](#) for Alabama, [here](#) for Florida, or [here](#) for Georgia), returning the completed ACH authorization form, or by check with your 2021 dues statement. For questions regarding your 2021 LSCU Membership Investment, please contact your Member Engagement Consultant or Jordan Burroughs, VP of Member Engagement, at [Jordan.Burroughs@lscu.coop](mailto:Jordan.Burroughs@lscu.coop).

### SOUTHEASTERN CREDIT UNION FOUNDATION

With the new year here, there is no better time to introduce your employees to Enrich, the financial wellness platform provided to our credit unions by the Southeastern Credit Union Foundation. Employees may sign up by visiting <https://lscu.enrich.org/signup>. The SECUF can provide overall statistics to you. Contact SECUF Director, [Juli.Lewis@lscu.coop](mailto:Juli.Lewis@lscu.coop), for details or to help with an employee campaign. Additionally, financial wellness for members is also a priority as registration for our Certified Credit Union Financial Counselor program is open [here](#) this month. Plan to join us for our FREE virtual Financial Coach Collaboration on February 10<sup>th</sup> from 2pm-5pm.

### EDUCATION & TRAINING

#### 2021 Leadership College

Spots are still available for the [2021 Leadership College](#)! Students will participate in engaging educational sessions to learn about topics that are vital to impactful leadership. [Click here](#) for more details and register today!

#### Virtual Essential Teller Issues

Sign up today for [Virtual Essential Teller Issues](#) on Feb. 23, a specialized training workshop that focuses on topics such as developing professional maturity, best practices for following procedures, robbery preparedness, error-free transactions, spotting schemes and scams, and more for front line staff. Click [here](#) for more details.

#### Save the Date

Mark your calendars for upcoming LSCU events! Registration to open soon.

Georgia Advocacy Conference – coming in February 2021

Virtual IRA Workshop – April 23 (IRA Essentials) & 24 (IRA Advanced): \$219 each per person or save with both: \$425/per person)

Virtual BSA Workshop – May 4

Small Asset Credit Unions: \$99/attendee or Mid to Large Asset Credit Unions: \$155/attendee



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### CUNA/LSCU Small CU Webinar Series

CUNA and LSCU continue to host FREE weekly webinars tackling the most important issues facing small credit unions today. The program is offered to credit unions under \$75M. Sessions will continue throughout Spring 2021, allowing CUNA to record and create a library of 30+ sessions. Click [here](#) for more information and to register.

### COMPLIANCE & REGULATORY SERVICES

The Compliance Department continues to publish the weekly InfoSight newsletter, in which one of the recent articles contained the excellent annual report on tax reporting requirements for credit unions. Additionally, the Compliance Department also published and distributed the Monthly PolicyPro Newsletter. If you do not get either of these publications, please let us know at the email below so you receive this important information throughout 2021. Quarterly Custom Performance Reports have also been distributed to all affiliated credit unions.

The Compliance Department has been providing detailed assistance to several credit unions through the Compliance Consultant Program, where a compliance expert is leased to a credit union for a certain period of time to complete various compliance related tasks. For example, credit unions have requested review and/or rewriting of various policies to meet regulatory requirements, or even website reviews for possible compliance related issues. If you have any compliance or operational questions, please email [compliance@lscu.coop](mailto:compliance@lscu.coop) and one of our awesome compliance team members will respond to your needs.

### COMMUNICATIONS

On January 4, the Communications Team launched *Common Cents, The LSCU Podcast*. The [debut episode](#) features LSCU CEO Patrick La Pine, along with LSCU President Jared Ross and *LEVERAGE* President Steve Willis. Topics include the difficulties of 2020, successes despite the pandemic and a look forward at 2021. Future *Common Cents* podcasts will cover great *LEVERAGE* products for credit unions, LSCU advocacy efforts, the latest from the Southeastern Credit Union Foundation and more! Please contact [Ann.Naiman@lscu.coop](mailto:Ann.Naiman@lscu.coop) if you'd like to be featured on *Common Cents*.

In February, the Communications Team will host a free webinar to learn more about the CUNA Awards, LSCU Awards, the difference between the two, and how to submit a winning submission. Please be on the lookout for an invitation soon.

For 2020, the Communications Team released 194 press releases and op-eds with a total reach of more than 133 million. Coverage included how credit unions were able to pivot in response to the virus, the Credit Unions Care Challenge and much more. Additionally, the Communications Team finished the year with almost 300,000 social media impressions, all organic.

### LEVERAGE

Product Development continues to work with Tru Treasury to bring Merchant Services solution to credit unions. Through *LEVERAGE's* alliance with Tru Treasury Merchant Services, credit unions can drive additional non-interest income and provide members with access to affordable, cutting-edge payment acceptance solutions. Through this partnership, credit unions receive 24/7 support, robust portfolio reporting, and an industry leading revenue share. For more information, please reach out to your *LEVERAGE* Business Development Consultant today.

### CUNA

CUNA has released the 2021 educational events calendar, including more than 50 eSchools and virtual conferences. CUNA is excited about the 2021 lineup as we continue to offer training and education solutions to support credit unions' professional development needs. Additional offerings will be added throughout the year. View the printable schedule [here](#).



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Check out the new episode of the CUNA News Podcast with Attorney David Reed in [Apple's iTunes Store](#), [Spotify](#), and [online](#). For questions about CUNA, contact your CUNA Engagement Consultant, April Ales, at [aales@cuna.coop](mailto:aales@cuna.coop) or 608-231-4098.