



League of Southeastern
Credit Unions & Affiliates

February 2022 League Report

ADVOCACY

2021 was an outstanding year for PAC fundraising at LSCU. Through generous support, PACS raised over 100% of the total 2021 goals! To build on this success in 2022, the team is sending PAC packets to affiliates. For questions about the contents, please contact [Blake Westbrook](#) (AL/GA) or [Murphy Kennedy](#) (FL).

In Alabama, LSCU is focused on supporting legislation to promote financial literacy in schools. On 1/21, Regular Session came to a halt when Gov. Ivey issued a Special Session Proclamation to consider the allocation of ARPA funds & is expected to reconvene on 2/1. [The Alabama Advocacy Conference](#) is coming up 2/15-2/16. Contact [Allison Allen](#) for information.

Florida's Legislative Session began 1/11 and will run through 3/11. Priorities include Public Deposits, Consumer Data Privacy, opposition to the PACE program, and other issues affecting credit unions. Credit unions are positioned to gain momentum on Public Deposits, anticipating a hearing in the coming weeks. Additionally, there's still time to register for the [Florida Advocacy Conference](#) held on 2/8-2/9.

Georgia's Legislative Session convened on 1/10 and will run through 4/4. The Dept. of Banking & Finance Housekeeping Package has been introduced & will have its first hearing on 2/2. The Georgia State Advocacy Conference was held on 1/25 & was well-attended by credit unions from across the state. The team is currently focused on final touches for the Legislative Reception on 2/3 & look forward to another great event.

On 1/26, LSCU hosted Senate Candidate Mike Durant at Guardian Credit Union to discuss credit union priorities. Key issues included the credit union tax exemption, regulatory relief, the NDAA pertaining to credit unions operating on military bases, and the *Expanding Financial Access for Underserved Communities Act*.

There is still time to register for CUNA's [Governmental Affairs Conference](#) in Washington, D.C. 2/27 – 3/3! Join credit union professionals from across the country to promote the credit union difference. Register for GAC [online](#).

MEMBER ENGAGEMENT

LSCU is proud to announce the expansion of the Small Credit Union Program, now covering credit unions up to \$100M in assets. Additionally, all dues-paying credit unions up to \$100M will receive a Small Credit Union Initiatives account in the amount of \$1,000 to be used in 2022. For more information about LSCU's Small Credit Union Program or available assistance, please contact MemberEngagement@lscu.coop. Additionally, registration is open for the [Small CU Summit](#) series featuring information to facilitate growth for small credit unions. Sign up to attend all four for one price!

SOUTHEASTERN CREDIT UNION FOUNDATION

Credit union members continue to need financial advice from budgeting to navigating hardships. The Financial Counseling Certification Program provides staff with the skills & knowledge required to guide members. Register [here](#) before 2/18. For any questions, please contact [Bobbi Grady](#).

The SECUF awards scholarships to attend LSCU & CUNA events. 2022 Scholarship opportunities and applications can be found [here](#). Reminder: There are still Birmingham Leadership College scholarships! Get yours in before 2/7!

EDUCATION & TRAINING

Virtual Lending School is open for [registration](#), taking place on 2/23-2/24 from 9:00am-1:00pm EST. Day one will consist of Specialized Consumer Loan Sales training, & day two will cover variety of Consumer Lending topics & evaluating risk.



February 2022 League Report

Credit Union Leadership Institute registration is now open for the May 2022 session while dates for the fall session are reviewed. This is an immersive program held in-person in partnership with Florida State University's College of Business. This program focuses on preparing credit union leaders with skills in the areas of credit union philosophy, financials, human resources/team building, strategy, design thinking, journey mapping, and communication. Click [here](#) for more details.

2022 Leadership College is open for [registration](#), providing hands-on curriculum in both day-to-day and big-picture credit union operations. Attendees will have the chance to network, review case studies, and learn strategies to show up as a leader.

COMPLIANCE & REGULATORY SERVICES

In January, the Compliance Department submitted comment letters on Small Business Lending Data Collection with the potential to make small business lending more difficult and a review of HMDA with several changes we would like to see, such as increasing the asset threshold from \$50M to \$500M and possibly increasing the loan number threshold. In February, the team will submit letters to FinCEN covering potential AML Regulations for Real Estate Transactions and a BSA Review.

The Compliance Department hosted a free Introduction to ComplySight webinar with 40 attendees. The Compliance Department, in conjunction with CUVM, held a vendor management workshop to help credit unions meet regulatory requirements. In February, the team will host another workshop on Advanced Use of ComplySight.

The Compliance Department continues to publish and distribute the InfoSight and PolicyPro newsletters. For additional information on the Compliance Specialist Program, PolicyPro, InfoSight, ComplySight, RecoveryPro, or have operational or regulatory questions, contact Compliance@lscu.coop.

COMMUNICATIONS

The LSCU Awards portal will open this Valentine's Day, so be sure to show some love for your favorite credit union or professional! Categories include Professional of the Year, Volunteer of the Year, Young Professional of the Year, Distinguished Service Award, & Credit Union of the Year. More information on awards may be found [here](#).

The Credit Union Awareness campaign is preparing to launch in Alabama & Georgia! The campaign aims to increase credit union awareness & will soon connect consumers directly to credit unions. For information, contact [Grace Newcombe](#).

LEVERAGE

Help members decrease debt by offering a Balance Transfer promotion using our market-ready materials— posters, web banners, table tents, digital signage and more! Go ahead - [download](#) them for free! Custom materials are available for a minimal fee. Our Portfolio Consulting team is here to help with strategy solutions to increase balances and revenue. Email consulting@myleverage.com to schedule a consultation.

Does your credit union route transactions with the best network access to maximize profitability? Have you reviewed your network access providers recently, or ever? Are you offering more networks than required? Learn more about surcharge free network options, how to increase interchange & reduce fees with a complimentary Network Assessment from the LPS [Portfolio Consulting](#) team.

CUNA

The December Economic Update by CUNA Chief Economist, Mike Schenk is now available & can be accessed on [CUNA.org](#). April's Credit Union Youth Month theme is "Save Small. Dream Big. At Your Credit Union." National Credit Union Youth Month is a vehicle to attract younger members & become more engaged. CUNA provides free resources through the celebrations store at <https://cunacelebrations.mybrightsites.com/>.