



MCUL Updates

Mile Markers:

Congratulations to Great Lakes First Federal Credit Union!

Great Lakes First Federal Credit Union is celebrating 75 years of serving Delta County. GLFFCU was originally established in 1949 by 9 employees of the Harnischfeger Corporation under the name Harnischfeger Employees of Escanaba Federal Credit Union. In 1982 we merged with Teamsters Local 328 Federal Credit Union. In 1983 with the closure of the Harnishfeger Corporation in Escanaba the name- Great Lakes First Federal Credit Union was born. GLFFCU merged with Gladstone Community Federal Credit Union in 1991. From humble beginnings to nearly 9,000 members and stronger than ever we are so proud to have deep roots in Delta County. We look forward to serving our members' financial needs in the years to come.



MCUL Education Events

League Celebrates 90 Years of Michigan CUs; Hundreds of Head to

Traverse City for AC&E

Those registered to attend the MCUL & Affiliates 90th Annual Convention & Exposition should be checking their inboxes for final "Know Before You Go" information and packing to head for Traverse City, June 5-7. [More information.](#)



Registration Now Open for These 2024 Training Opportunities

- [Young Professional Leadership Summit](#)
June 5, Grand Traverse Resort & Spa, Traverse City
- [Annual Convention & Exposition](#)
July 30-Aug. 1, Delamar, Traverse City
- [HERO 24 - an expanded version of the highly popular HR&R Conference](#)
May 9-10, The Westin Chicago/Lombard, Illinois
- [League InfoSight Masterclass™ Compliance Training](#)
Oct. 7-11, The Henry Center, Lansing
- [CULTivating Leaders Workshop - The Place for Credit Union Leaders to Grow](#)
Oct. 15-16, Graduate Hotel, East Lansing
Includes 45-minute virtual bonus sessions on Nov. 12, Dec. 3 and Dec. 10
- [IRA: Essentials and Advanced Virtual Workshop](#)
November 13-14



Watch for More Details and Save the Dates for These Future Events

- **Fall Leadership Development Conference**
Sept. 13-15, Grand Traverse Resort and Spa, Traverse City
 - **Executive Summit**
Sept. 25-27, Historic Westin Book Cadillac, Detroit
 - **Contact Center Conference**
Oct. 29-30, DoubleTree, Bay City
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Advocacy Update

[Please click here for the full State & National advocacy update](#)

Compliance Helpline Updates

RegCorner

This digest is updated bi-weekly and published with [MILeague Minute](#). Remain up to date with regulatory news, review industry letters submitted to regulators, track regulatory comment calls, and more. [SIGN UP HERE](#)

The Compliance Helpline Digest

This weekly digest highlights a selection of unique, challenging or otherwise interesting helpline inquiries from the previous week that would benefit from a broader distribution. The digest is sent via the Compliance Network Listserv. [SIGN UP HERE](#). If you have compliance-related questions, contact the helpline at ComplianceHelpline@mcui.org.

MCUF Update

MCUF Supports "Reach for the Pie" Contest – Promoting FASFA Completion by High School Seniors

The Michigan Achievement Scholarship and MiStudent Aid recently announced their "Reach for the Pie" contest. Both the Michigan Credit Union League (MCUL) and Michigan Credit Union Foundation (MCUF) are proud to support this contest, that encourages graduating high school seniors to fill out the FAFSA form by June 30th. The contest is giving one hundred seniors free pizza for a year.

Completing the FAFSA form unlocks grants and funding from Michigan universities and is required for students to qualify for money from either the Michigan Achievement Scholarship or Michigan Reconnect.

All of this goes along with the current proposal to require completion of the federal financial aid form, in order to graduate from high school in Michigan. If the bill passes, it will bring Michigan in line with about a dozen other states that have similar laws, making completing the FAFSA a graduation requirement.

MCUF is working with GUD Marketing to provide free marketing assets that credit unions are encouraged to share with their local high schools, and use them themselves, to help spread the word about the "Reach for the Pie" contest. And get more students and families to complete the FAFSA this year, unlocking thousands in grant dollars and funding.

Learn more about the "Reach for the Pie" contest [here](#). Free marketing assets and a complete program toolkit for high school and credit union use is available [here](#).

Michigan Solutions

Who has time for ATM Management? We Do.



Great Lakes Bankers recently featured our article in their monthly magazine. It's a quick read that discusses issues rising with ATMs & armor-CIT companies. Many of our clients come us due to poor performance from their current vendors. We manage thousands of ATMs & ITMs for our clients and have direct access to assist armor reps and technicians in the field. [Click for full article.](#)

Ask your League Representative for more information.

Marquis announces the launch of Switchkit



Marquis, the leading provider of data-driven marketing, CRM, and compliance solutions for banks and credit unions is proud to announce the addition of their new, innovative SwitchKit solution to their product offerings. This digital application simplifies account switching by providing financial institution customers/members with a seamless way to move deposits and payments in just a few clicks, resulting in more revenue share and profitable relationships. [Read the full press release.](#)

Ask your League Representative for more information.

A Seat at the FinTech Table for Michigan CUs! Learn About an Investing Opportunity with Curql Fund II



Envisant

Envisant announces a groundbreaking partnership with Curql Collective opening the door for credit unions with assets between \$100 million to \$1 billion to jointly invest in transformative fintech. This collaboration addresses the increasing need for these credit unions to harness advanced technologies to remain competitive and relevant in a sector increasingly dominated by large banks and tech conglomerates.

Credit unions interested in participating in this investment framework are invited to sign up for an upcoming webinars or connect with Envisant directly. The clock is ticking since the fund closes at the end of August.

Jun 4 at 3:00 PM
Jun 5 at 2:00 PM
Jun 10 at 10:00 AM
Jun 12 at 2:00 PM

[Register to attend this webinar.](#)

If you are unable to make any of the live webinars, [CLICK HERE](#) to view a convenient webinar recording.

PLEASE KNOW THAT WE ARE SHARING THIS INFORMATION ON BEHALF OF ENVISANT. QUESTIONS RELATING TO THIS PROGRAM SHOULD BE DIRECTED TO THEM AFTER YOU REVIEW THE CALL OR ATTEND A SEMINAR!

Ask your League Representative for more information.

[Click Here for Additional On-Demand Webinar from our Partners!](#)

Card Solutions

Please Join us: FIS is hosting a ScoreCard webinar June 14 @ 10:00 a.m. ET to re-introduce their packaged loyalty offering and highlight loyalty as an engagement strategy.

To stay relevant and effectively attract and engage members, credit unions must embrace a more holistic view of member loyalty and implement broader strategies that include:

- Incentivizing cardholders for their entire credit union relationship, encompassing all accounts and services from credit and debit cards to loans and investments
- Offering a variety of differentiating rewards that add value to the relationship, such as lower interest rates, fee waivers, discounts and cash back
- Providing targeted, personalized promotions that drive long-term engagement

Join MCULSC and FIS on June 14th, at 10am to learn how to strengthen relationships with your members. Over 90% of all credit card spend takes place on a rewards card, and is a great way to grow/enhance a loyal member base. Scorecard Rewards is the most feature-rich rewards program in the market, with great redemptions at locations such as BP, Dollar General, CVS, PayPal, Walmart and Walgreens, TJ-Maxx, Dollar Tree, Marshalls, Home Goods etc.

And it doesn't matter who you partner with for card services, ScoreCard Rewards is processor agnostic and portable.

DETAILS:

Date: June 14th, 2024

Time: 10 AM ET

Duration: 1 hour

[Register today to attend this webinar!](#)

For additional information on FIS' Loyalty offerings, use this link: [Loyalty Offerings](#)

Contact Nangela Piersall, Card Program Advisor, at 269.532.8617 or nkp@mcul.org.



The Art of Onboarding: Proven Strategies to Boost Credit Union Member Retention

Thursday, June 13th at 3:00pm ET

As a credit union in the neobank era, we are all experiencing more competition than ever before. Depending on your institution's fees, balances, interest, and other metrics, it may take a household years to become profitable. The last thing you want is to lose the household in the first year.

In this webinar, credit union marketers will learn:

- How to identify products to cross-sell, at what frequency to promote them, and other best practice tips
- How to encourage sticky behaviors to reduce first-year attrition
- How to scale your onboarding programs to be even more personalized (business accounts, indirect members, and even youth accounts)
- Whether or not direct mail is worth investing in
- The most important thing you can do with a new household to reduce their likelihood of attrition

[REGISTER HERE](#)

If you or your team would like additional information on any of the solutions features, please reach out to your League Representative.

CU Solutions Group, 17250 Newburgh Rd, Livonia, Michigan 48152

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