

No Bored Boards: Here's What Should be on Your Agendas

*Frank Diekmann, Credit Union Journalist
CU Daily, LLC*





PROJECT

NO BORED BOARDS

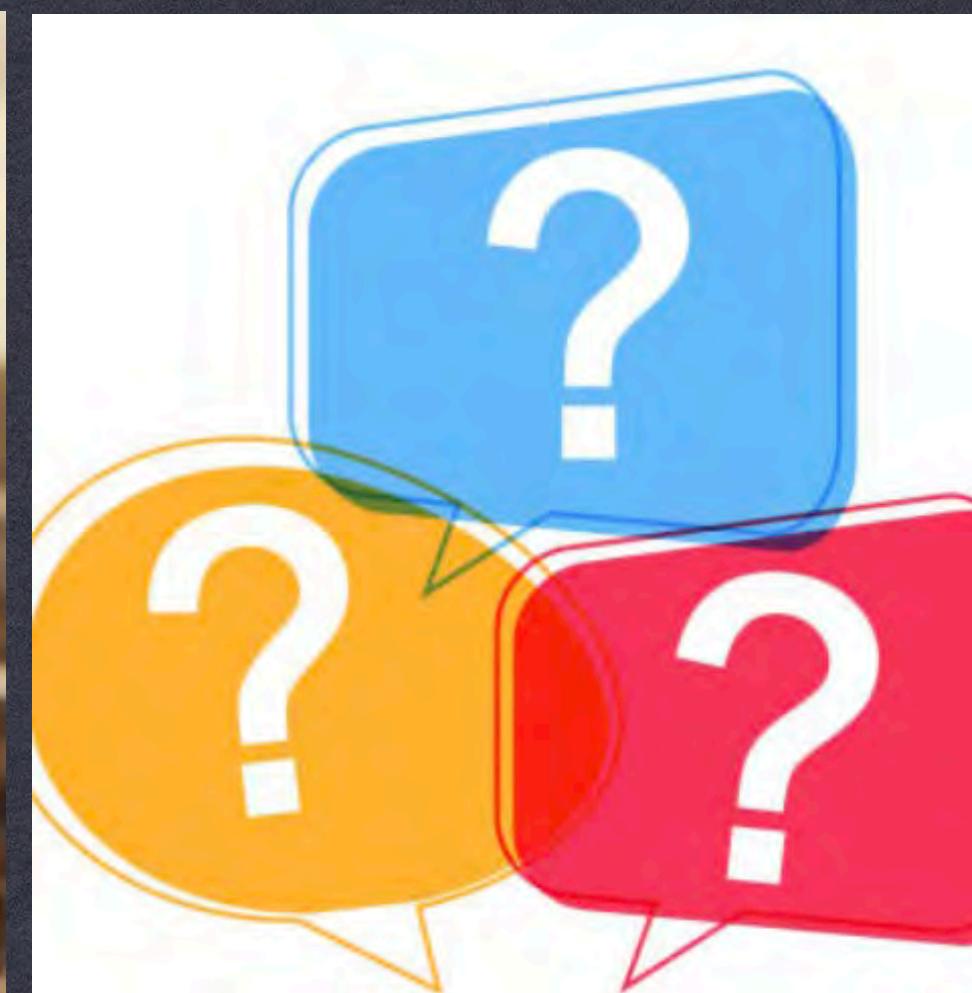
A FEW THOUSAND THINGS TO PUT ON YOUR AGENDAS

EVENT

VLI 2026

SPEAKER

FRANK J. DIEKMANN



AGENDA ITEM

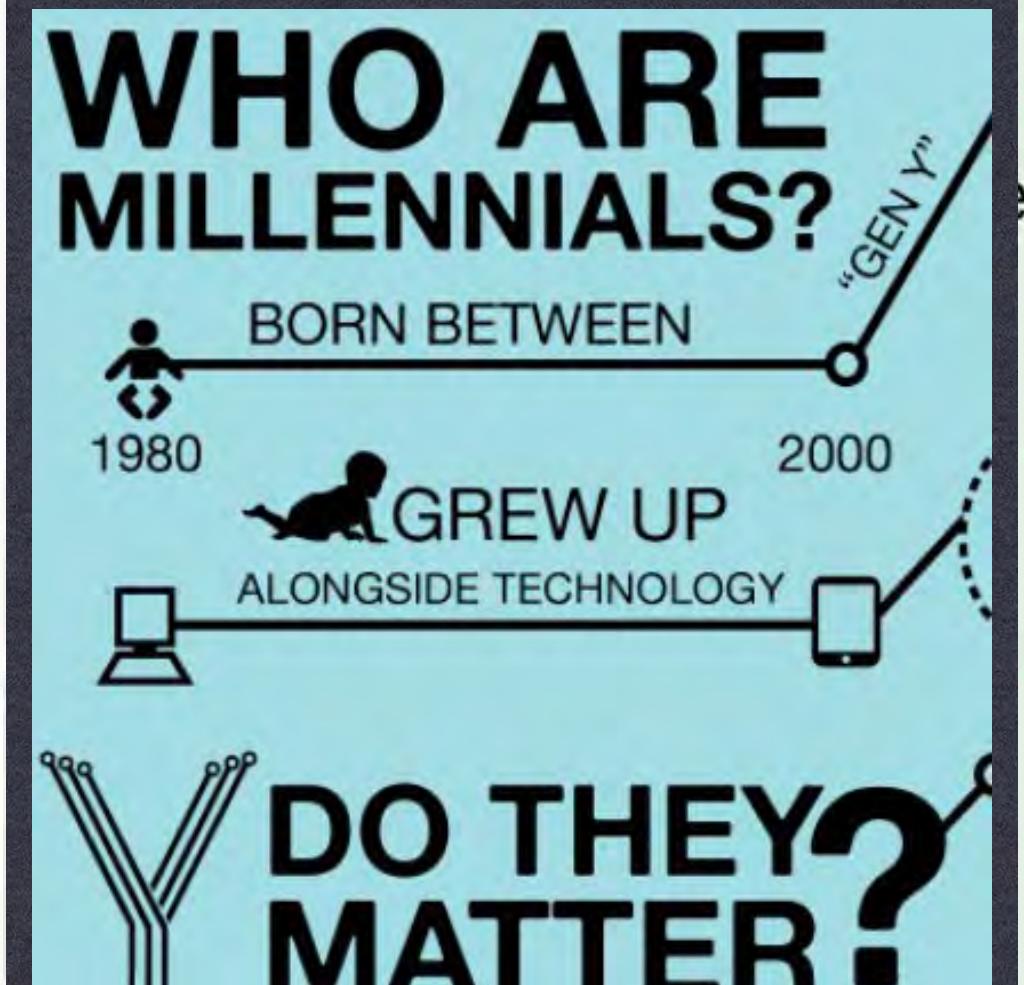
CLEAR AS MUD(DY) HAT IS WRONG-WAY TREND LINE THE PRICE FOR GROWTH?

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How does Gen Z learn?

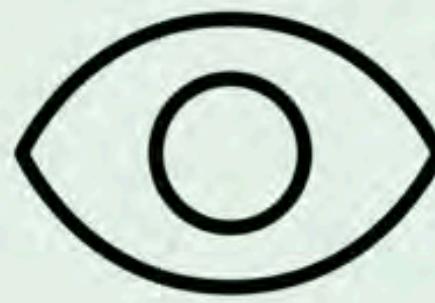
51%

By **DOING**
(e.g., working through examples)



38%

By **SEEING**
(e.g., reading course materials)



AGENDA ITEM

WHAT ARE THEY THINKING?

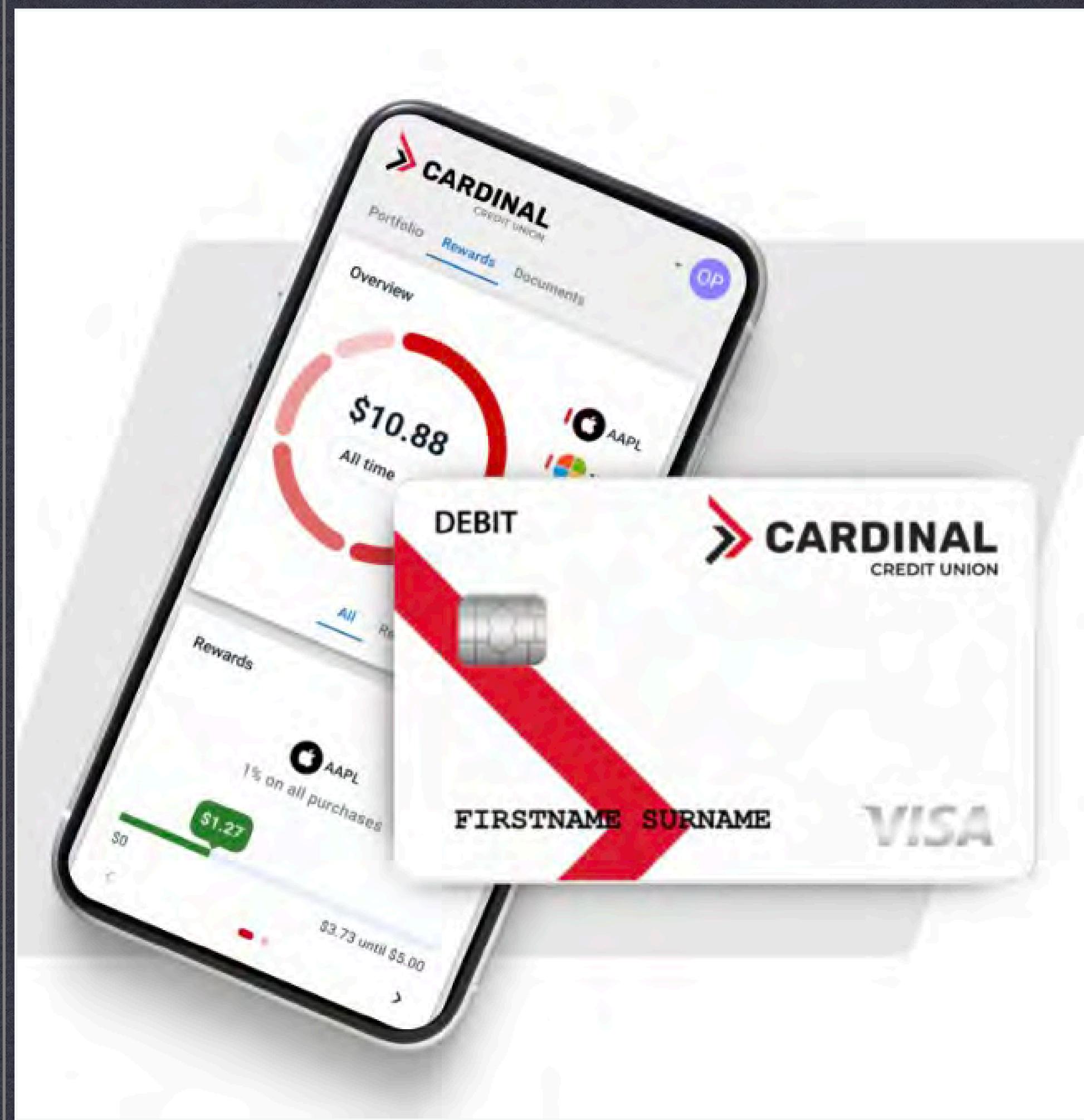
GENERATIONAL VIEWS ON CUS, FINANCE & MORE

EVENT

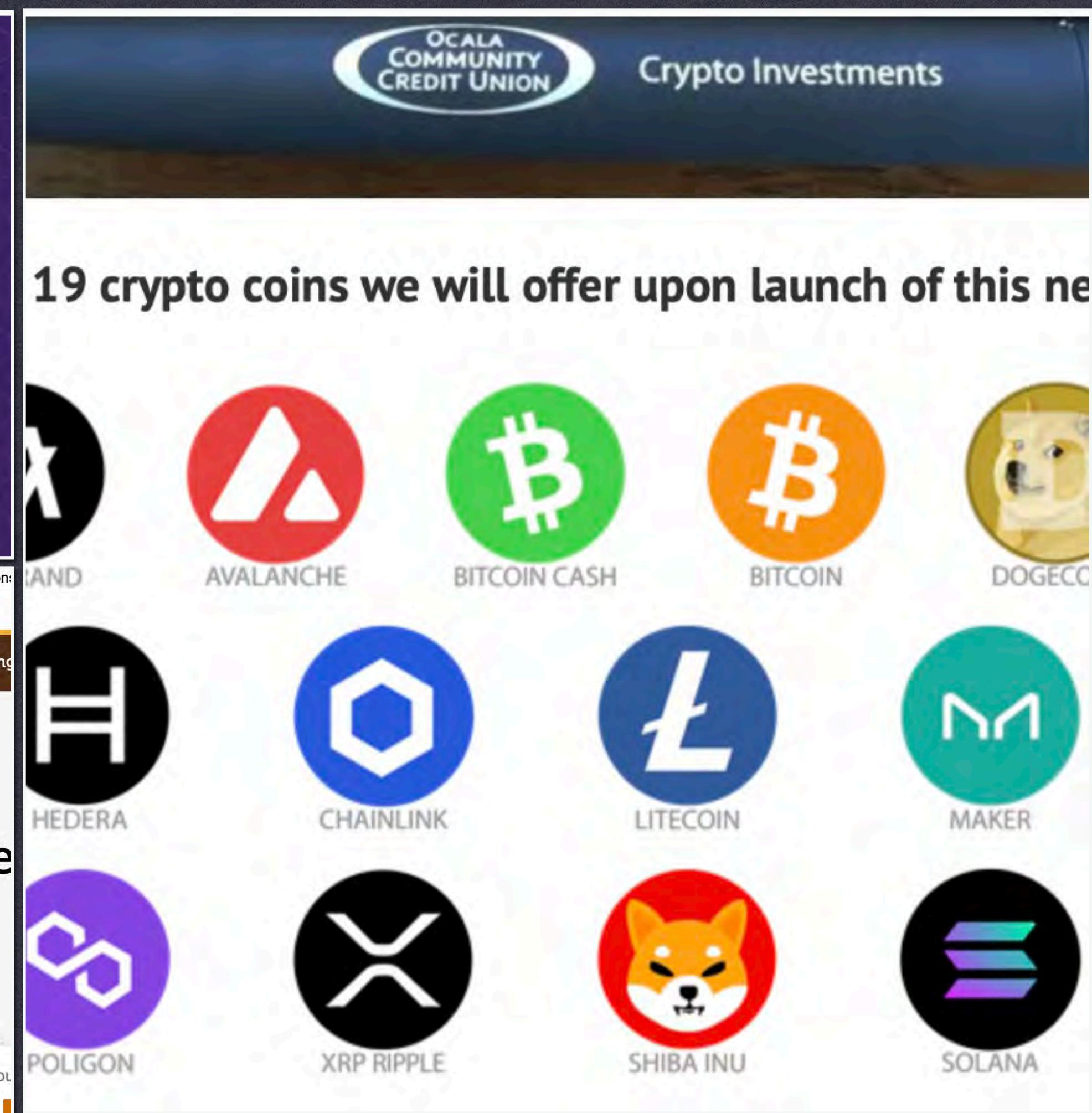
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A screenshot of a mobile banking application's menu. The menu items include: Messages, Accounts, Transfers, Member transfers, Remote deposits, Bill pay, Skip a payment, Quick Cash, Make credit card payment, Personal Investment Portal, and Business bill pay. A green arrow points to the 'Investing' tab, which is highlighted in orange. Below the menu, there is a section for 'EasyCoin - Cryptocurrency Made Easy' with a sub-section for 'Investing > EasyCoin'.



AGENDA ITEM

'CHECK' OUT THESE OFFERS

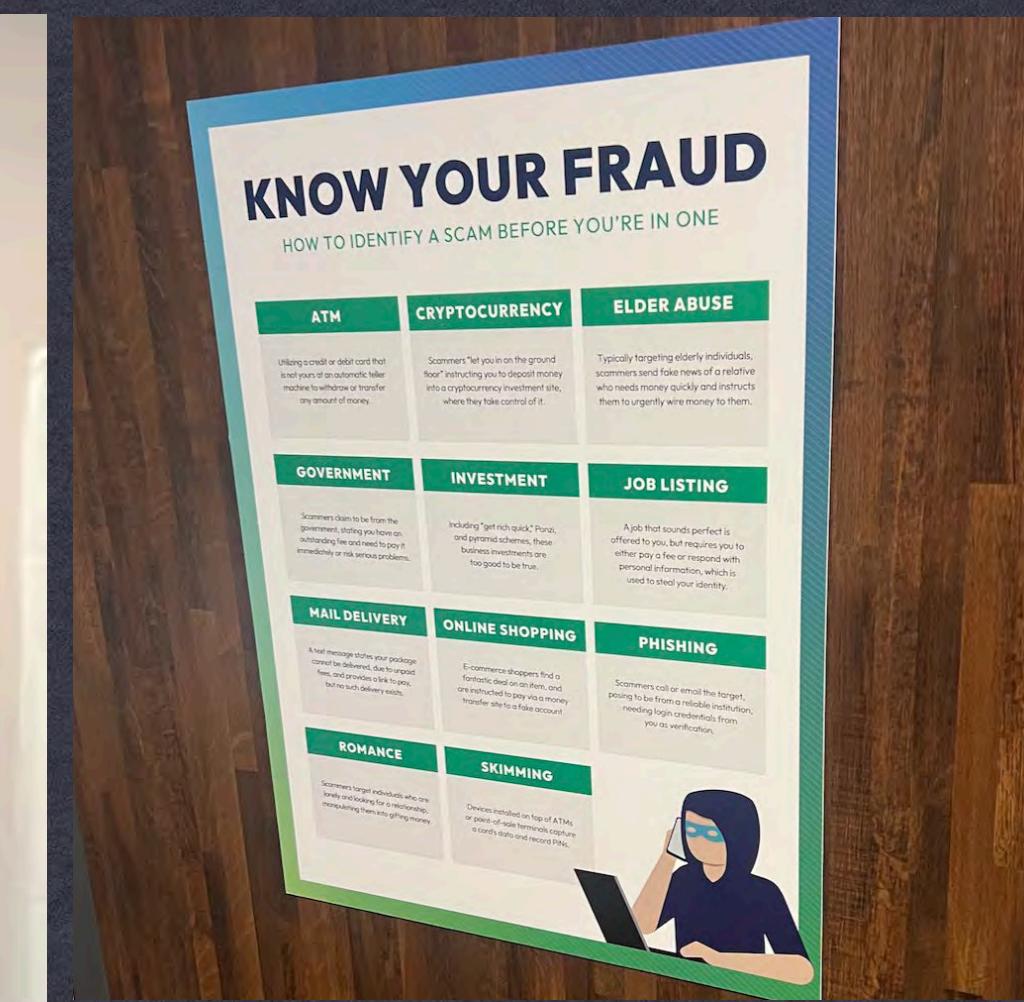
ACCOUNTS EVOLVE TO OFFER NON-CU OFFERINGS

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TREND LINE

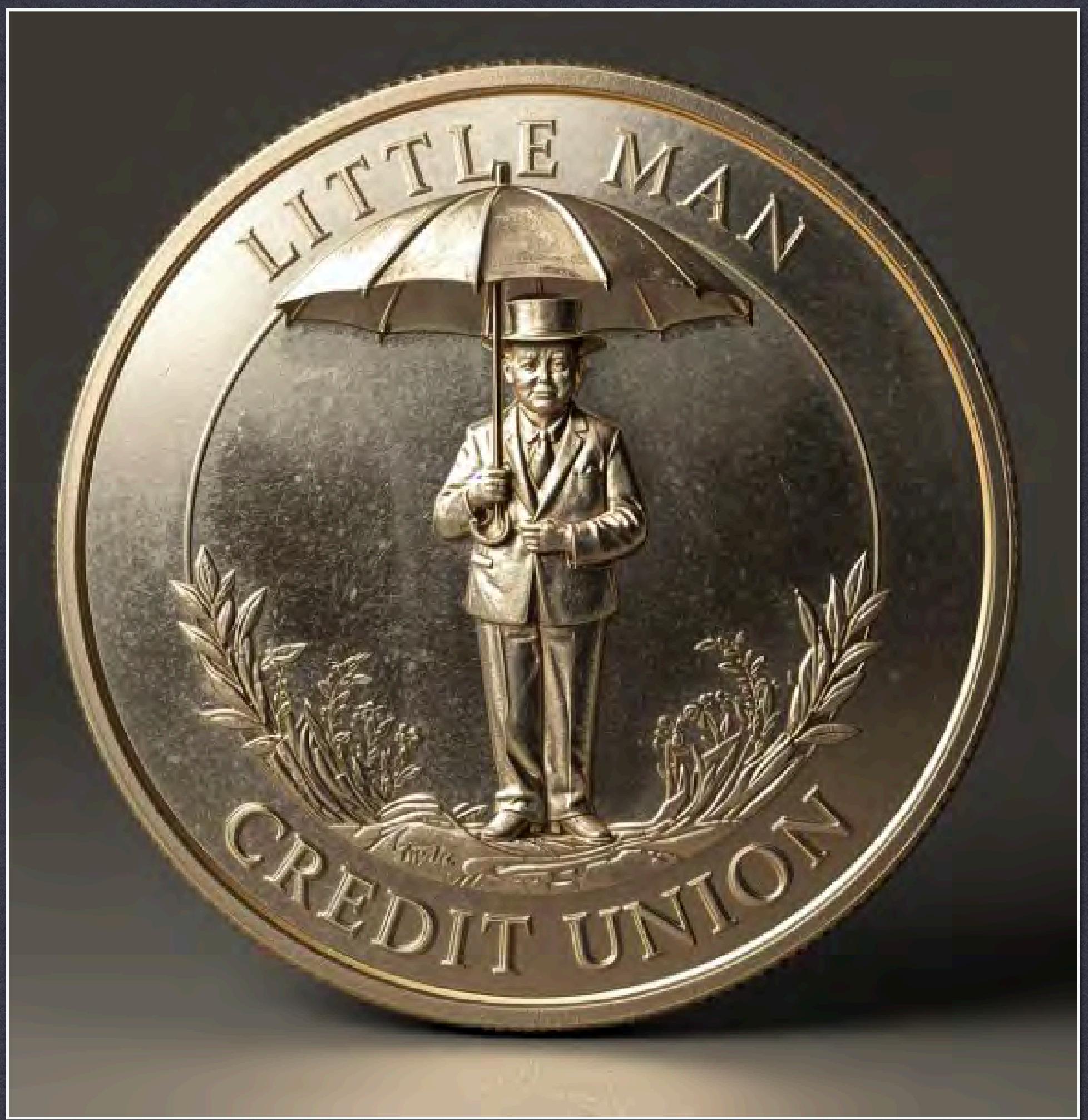
'ESCAPING' FINANCIAL JAIL

HANSOM FCU, HANSOM AFB, MASS.

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AGENDA ITEM

STABLE COINS TO CHALLENGE STABILITY

GROWING PAYMENTS METHOD THREAT TO INTERCHANGE

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AGENDA ITEM

A POTENTIAL NEW REVENUE STREAM

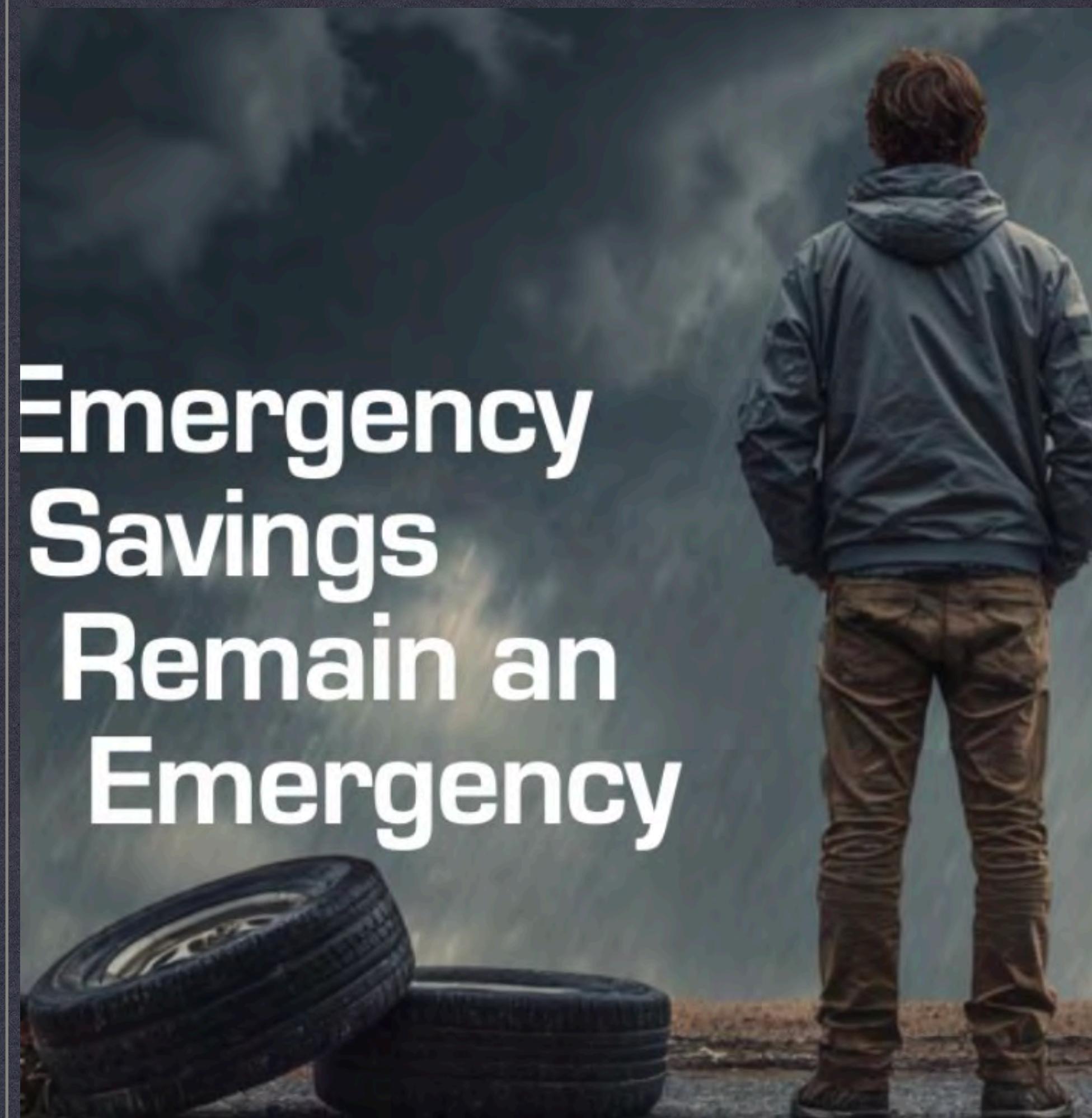
FINTECHS AGREE TO PAY TO ACCESS DATA

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Emergency Savings Remain an Emergency

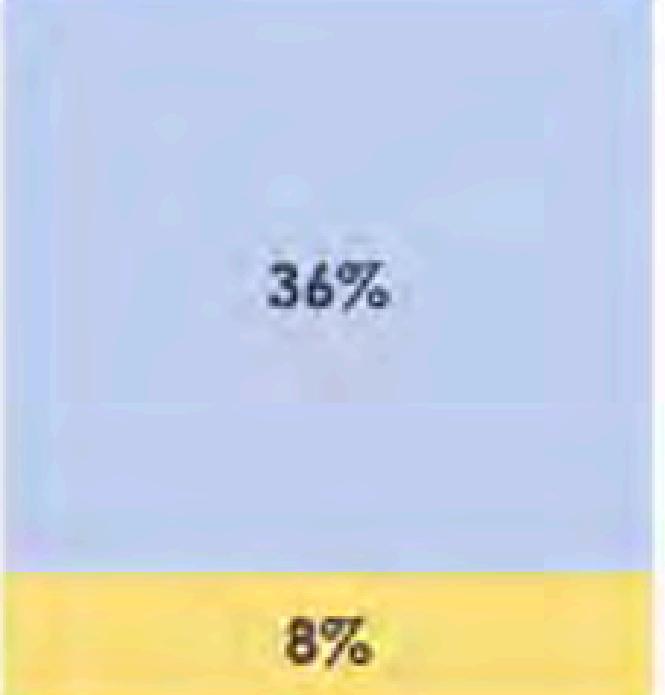


Ability to Cover Expenses and Save

■ Able to cover expenses and have at least some money to put away into savings

■ Able to cover expenses, but don't usually have money leftover for savings

■ Struggle to cover expenses, need to borrow money from family/friends or rely on credit card debt



When it comes to personal finances, would you say that most months you, you had an unexpected bill or expense of \$1000, how would you pay for it? Select all that apply.

AGENDA ITEM

PAIN MANAGEMENT CONSUMERS & MEMBERS COULD REALLY USE A CU RIGHT NOW

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THIS IS THE CREDIT UNION DIFFERENCE.

We are an alliance of credit unions helping members heal from
the financial trauma of cancer through:

Screenshot 202



2024

ANNUAL FIN & COMMUNIT IMPACT REPO



AGENDA ITEM

MAKING A (REAL) DIFFERENCE

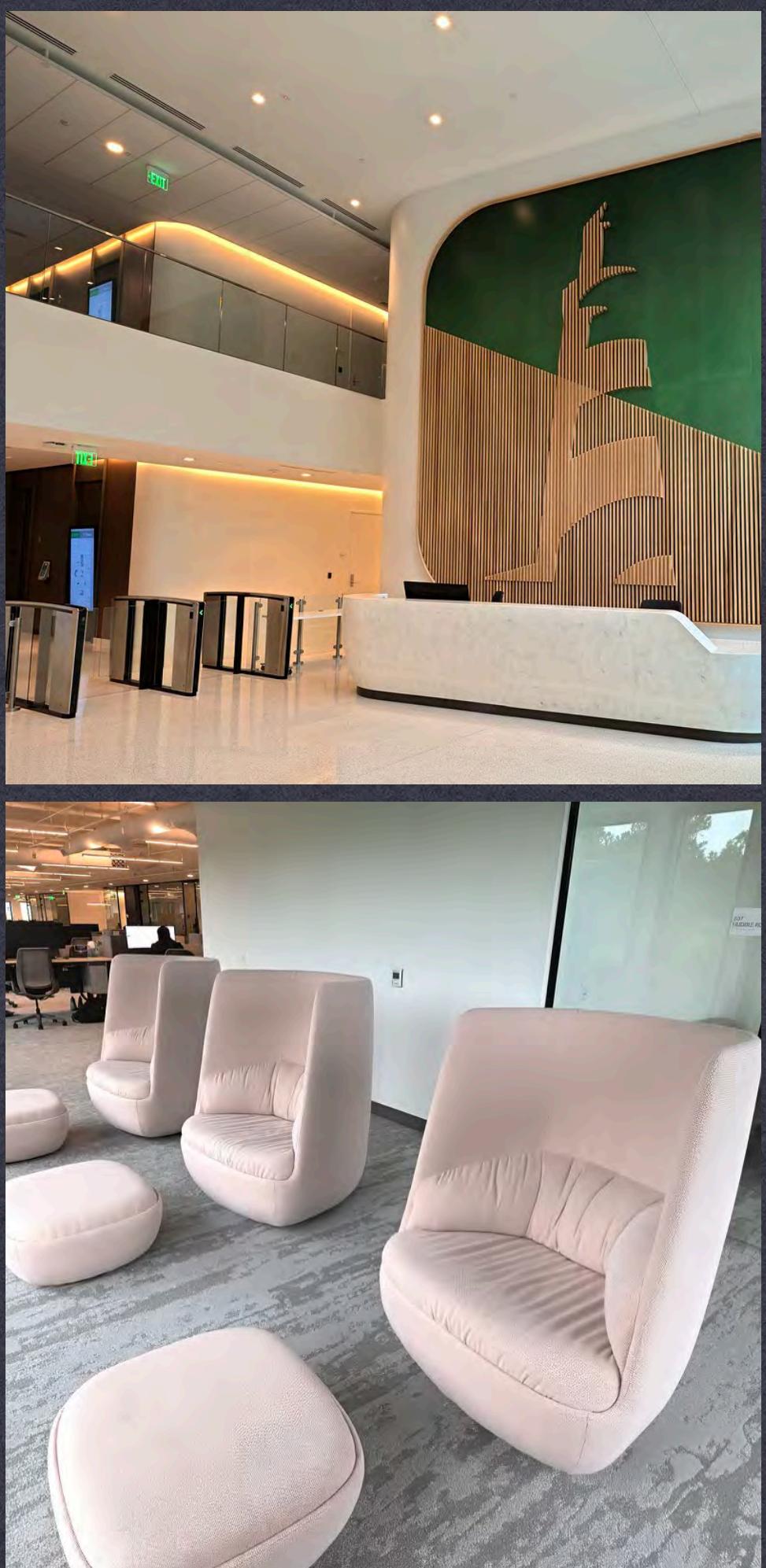
IDEAS TO PUT THE 'HELPING' IN PEOPLE HELPING PEOPLE

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PROJECT

NEW BUILDING FOR NEW WORKFORCE

COASTAL CREDIT UNION, RALEIGH, N.C.

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SIDE HUSTLE? IT'S THE MAIN HUSTLE

LOAN CRITERIA NEED TO EVOLVE

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- Free debit card
- Free financial tools
- No monthly fees

FREE Teen Spending Account

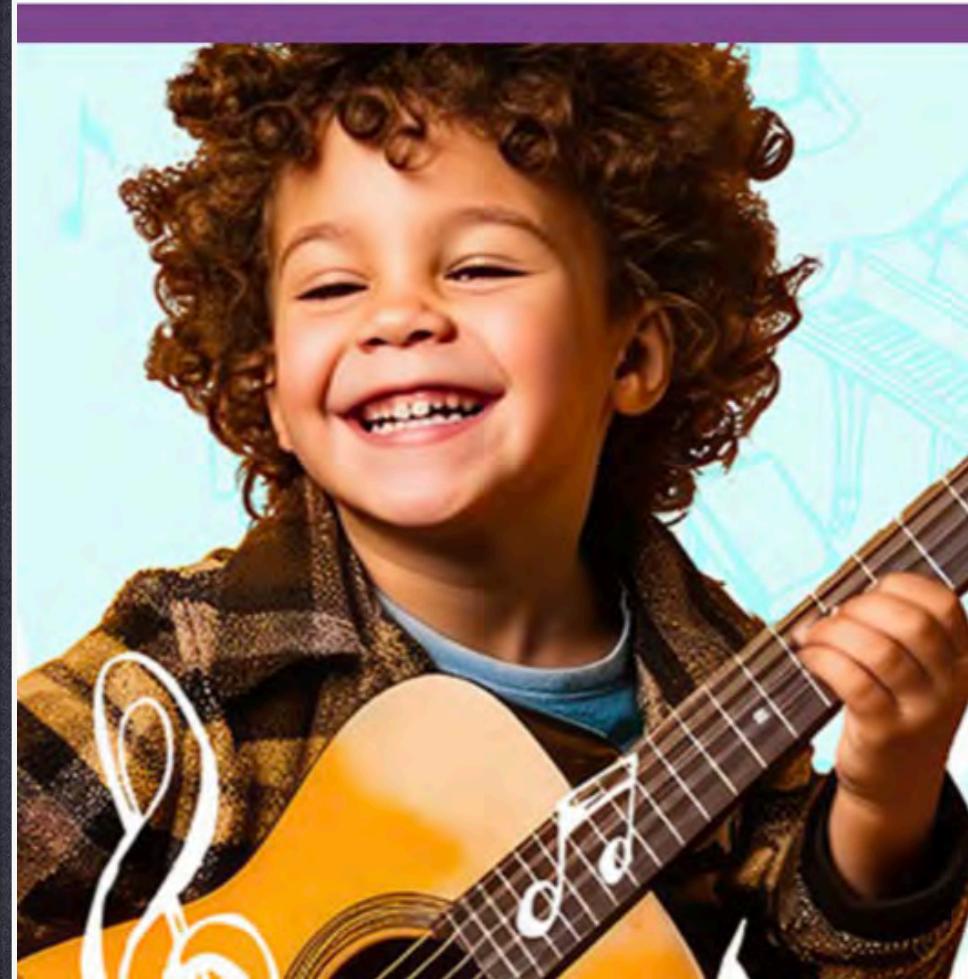


Hoosier Hills
CREDIT UNION

www.hoosierhills.com
800.865.2612



First Alliance Credit Union
Partners With Greenlight,
the Debit Card and Money
App for Kids.



AGENDA ITEM

A MARKET THAT ISN'T KIDDING AROUND

THE NEW MARKETING TARGET—THE WOMB

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AGENDA ITEM

DON'T FORGET YOUR MANNERS

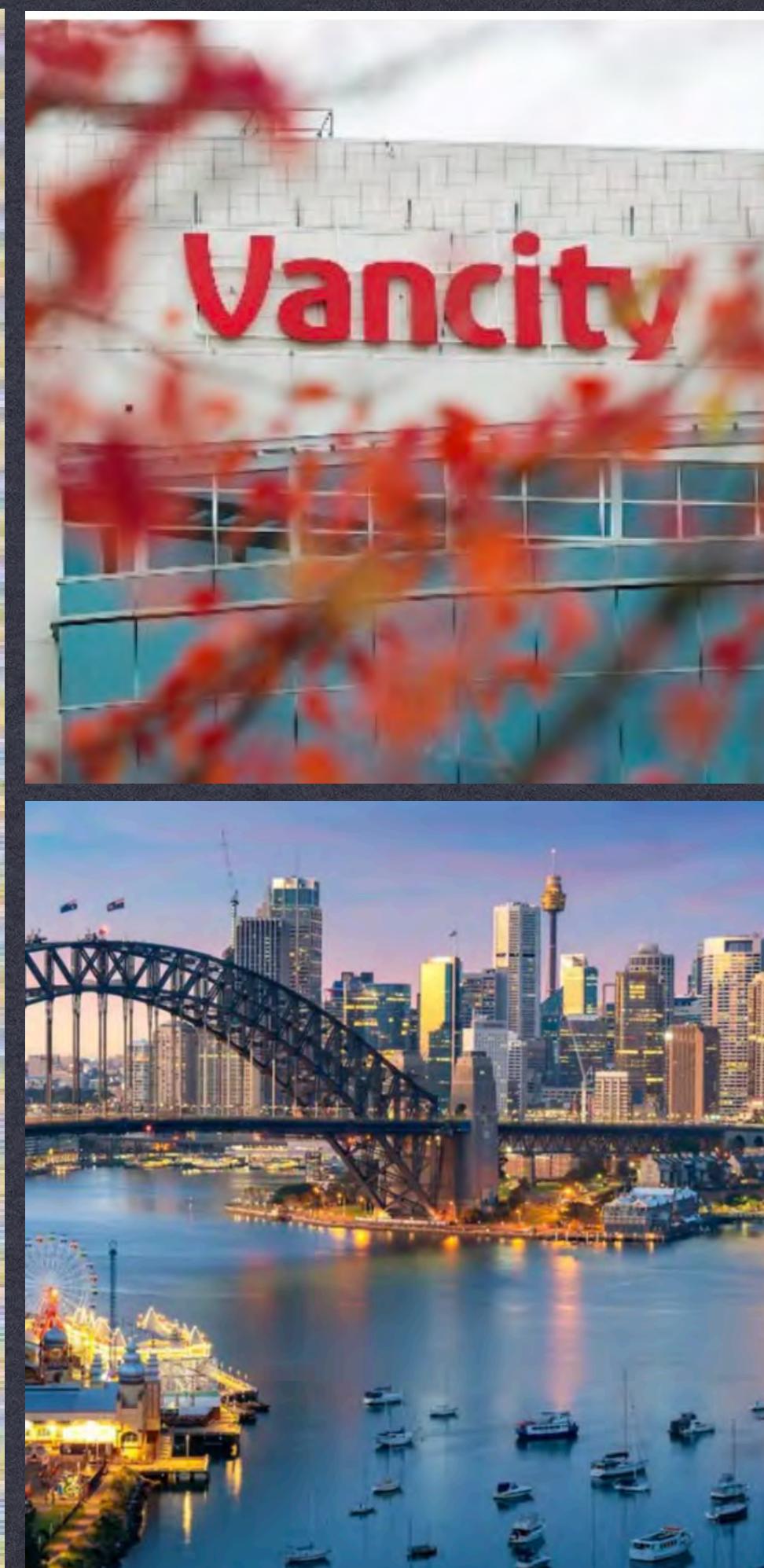
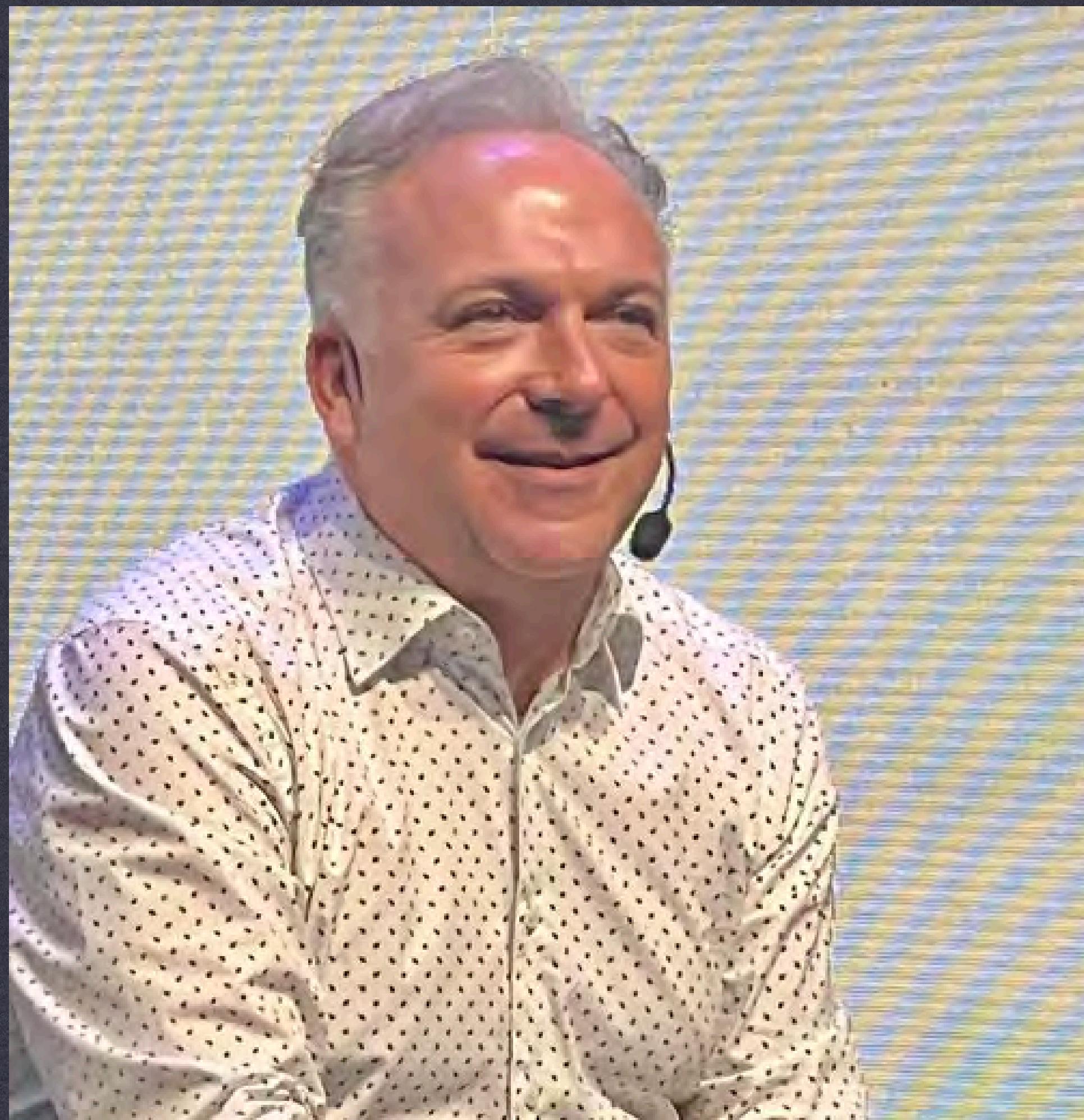
HOW SOME CREDIT UNIONS ARE SAYING THANK YOU

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JUST WHAT IS CU CULTURE?

AND DO YOU KNOW YOUR VALUE TO MEMBERS?

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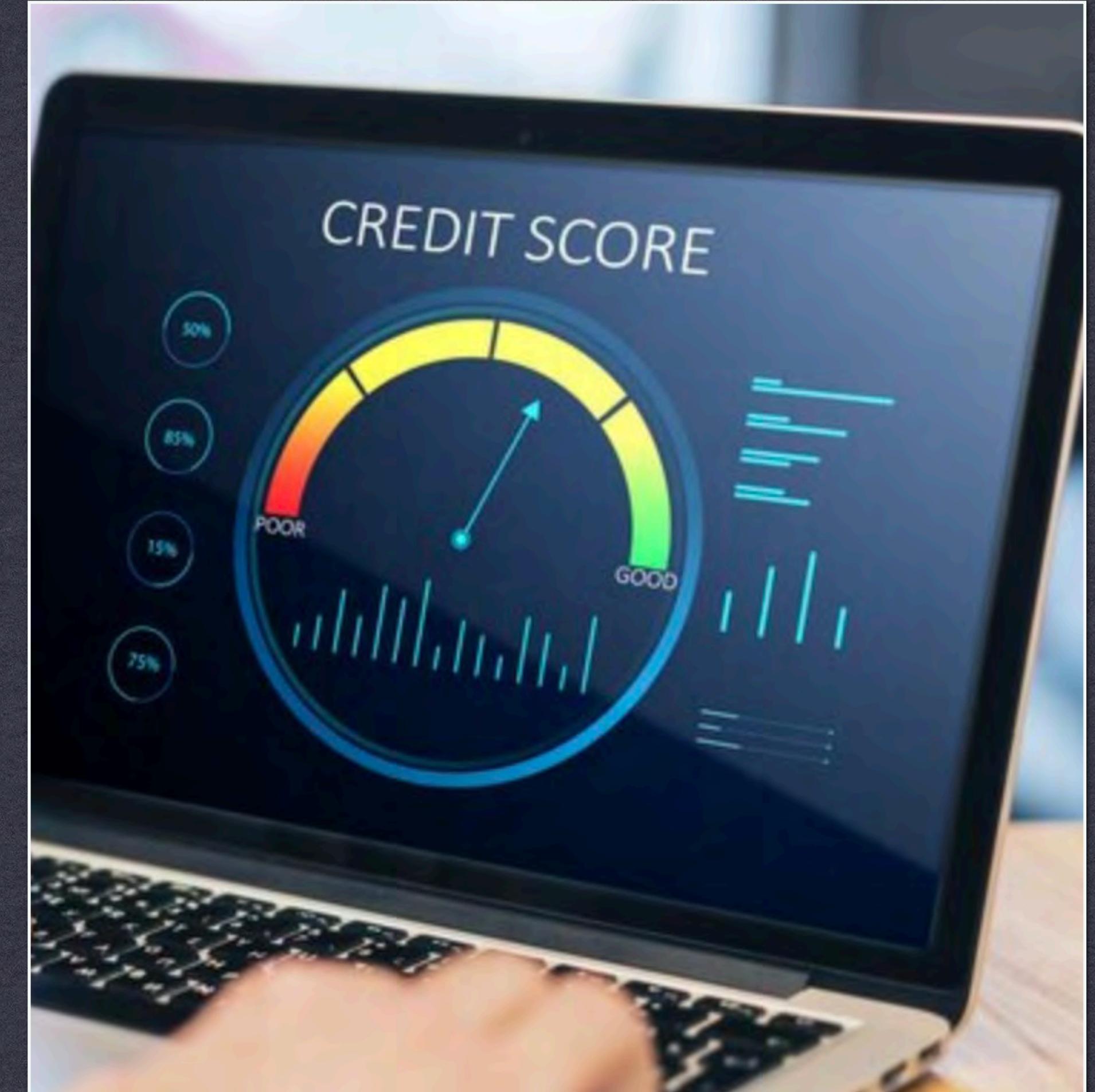
CREDIT CHALLENGE

WIN UP TO \$1,000

TO ENTER:

- Set a credit score goal by May 26, 2025
- Improve your score by 5+ points by September 1

LEARN MORE AT ARDENTCU.ORG/CREDITCHALLENGE



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LOOKING TO SCORE

BUILDING CREDIT, KNOWING SCORE TOP-OF-MIND FOR MANY

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SOFT SWITCHING

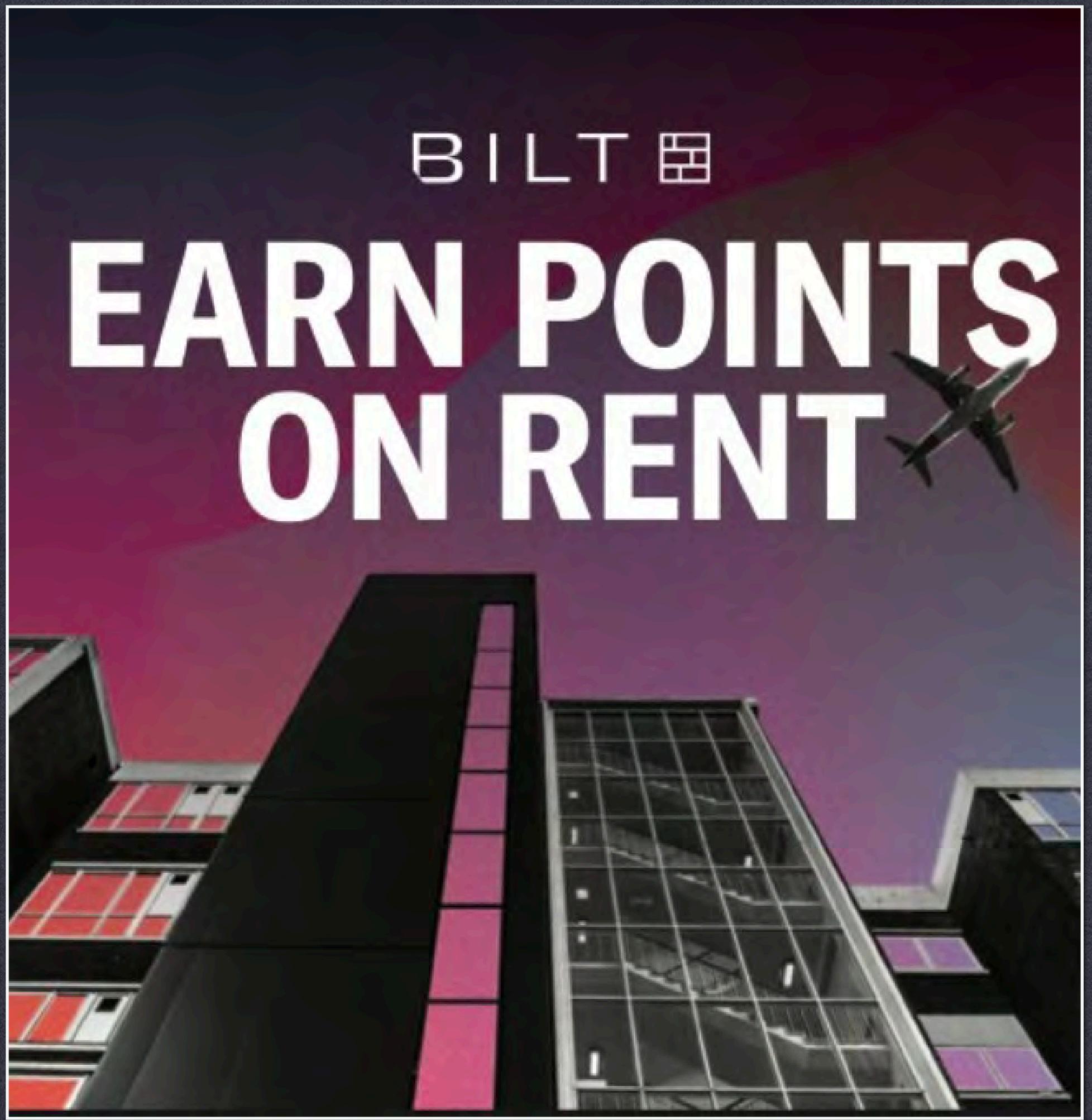
THE TREND YOU AREN'T HEARING ABOUT

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MAKING THEIR POINT(S)

CU COMPETITORS SCORING POINTS WITH CONSUMERS

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BRANCHES: ON SECOND THOUGHT...

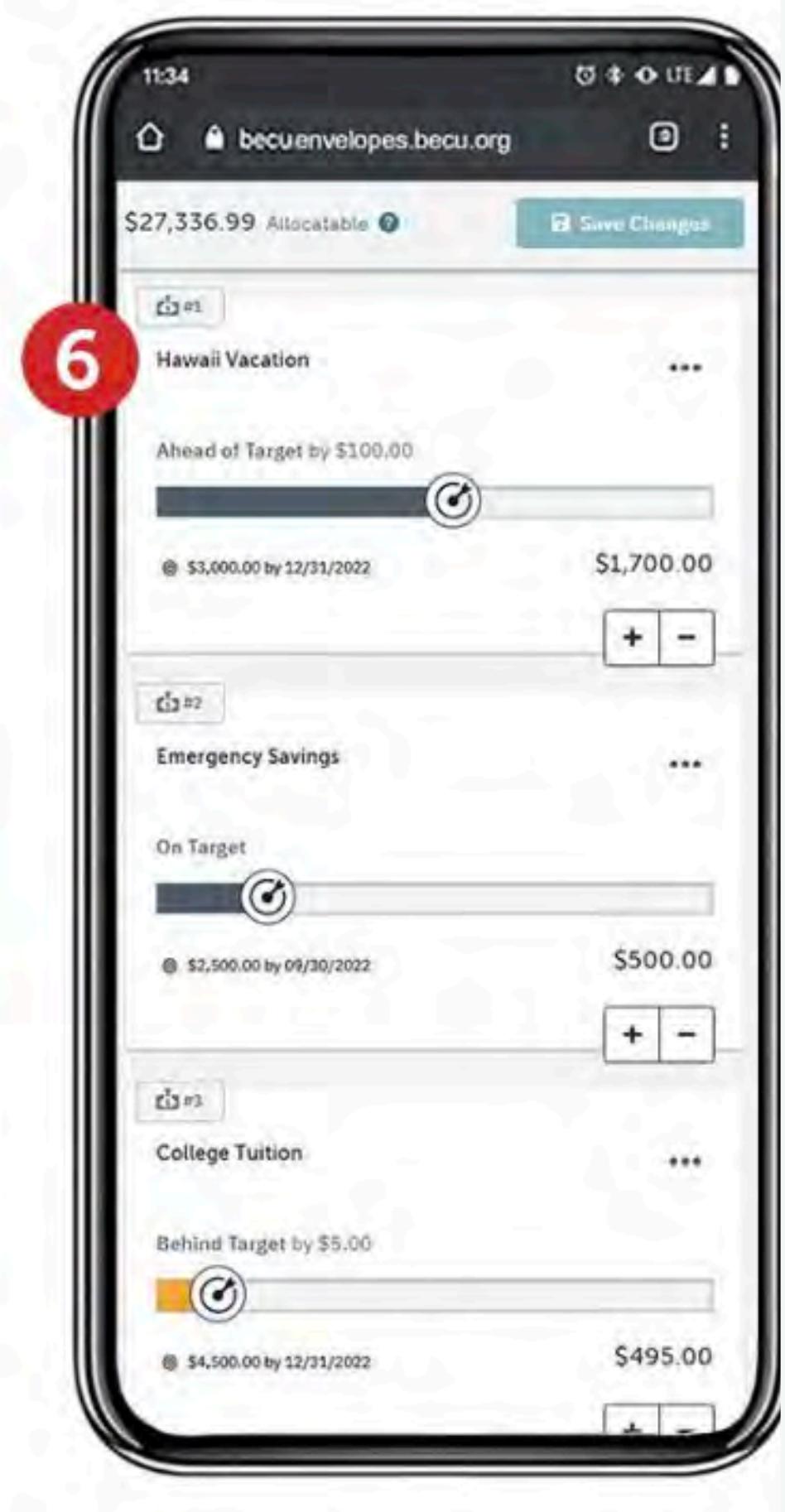
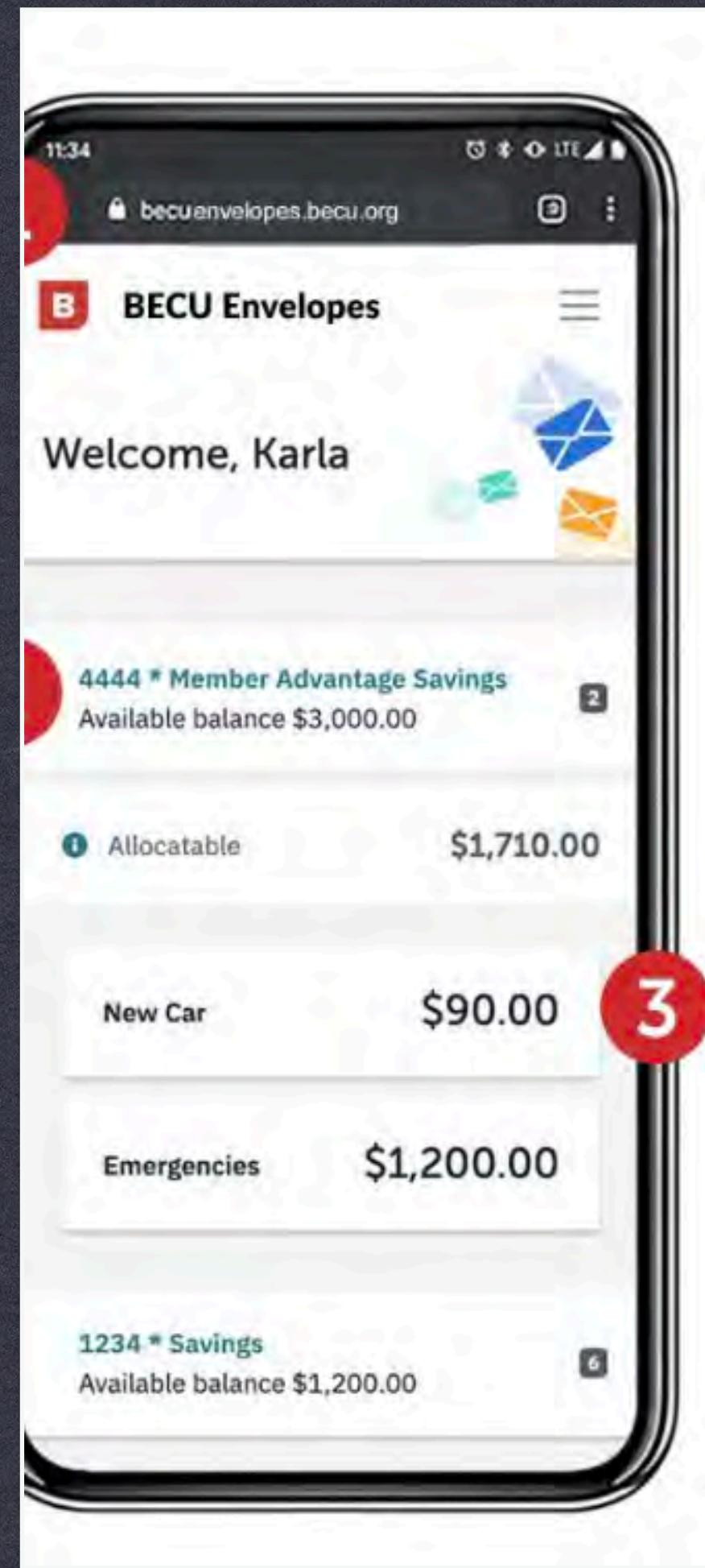
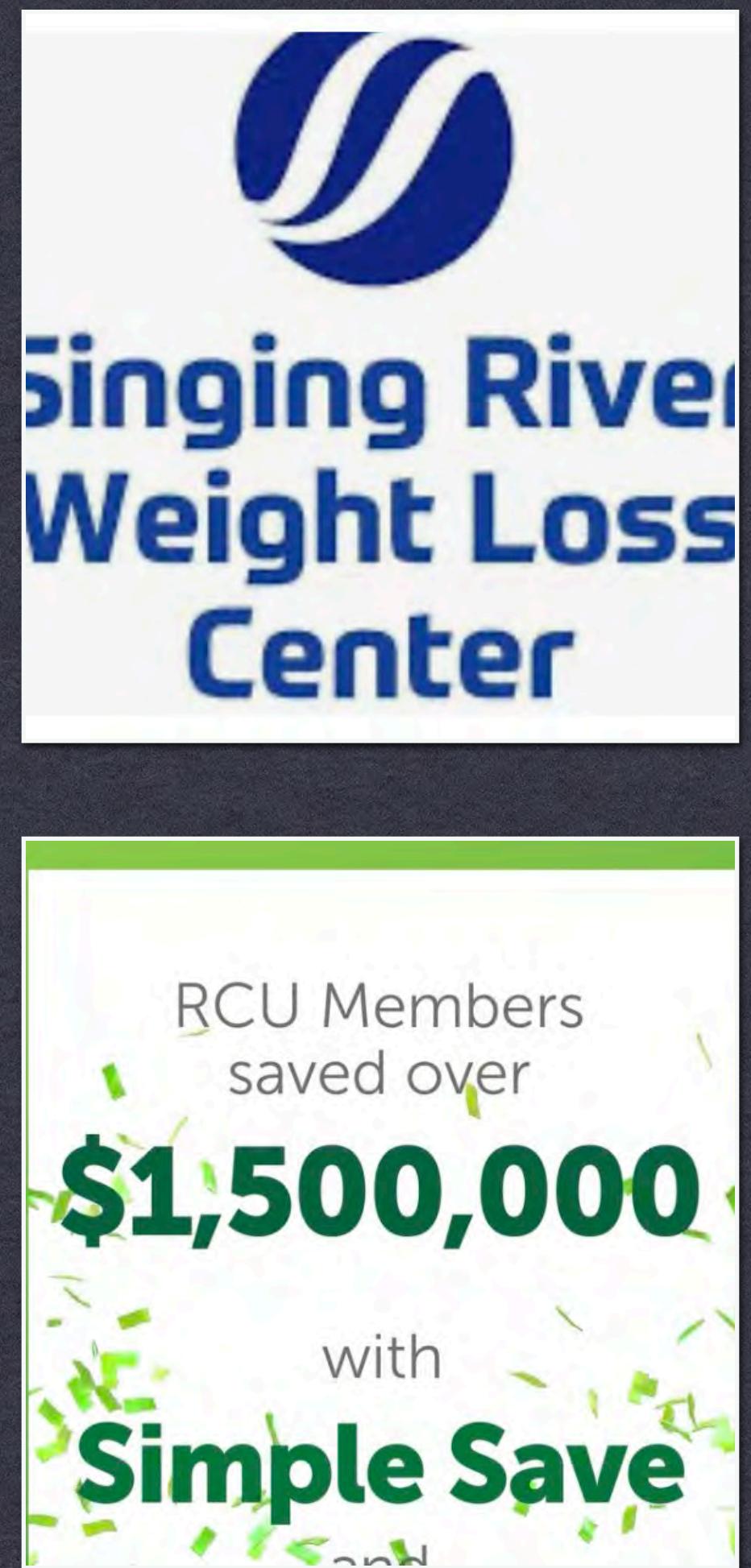
IT TURNS OUT BRICKS AND MORTAR MATTER TO MANY

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THE CLEVER & THE CREATIVE

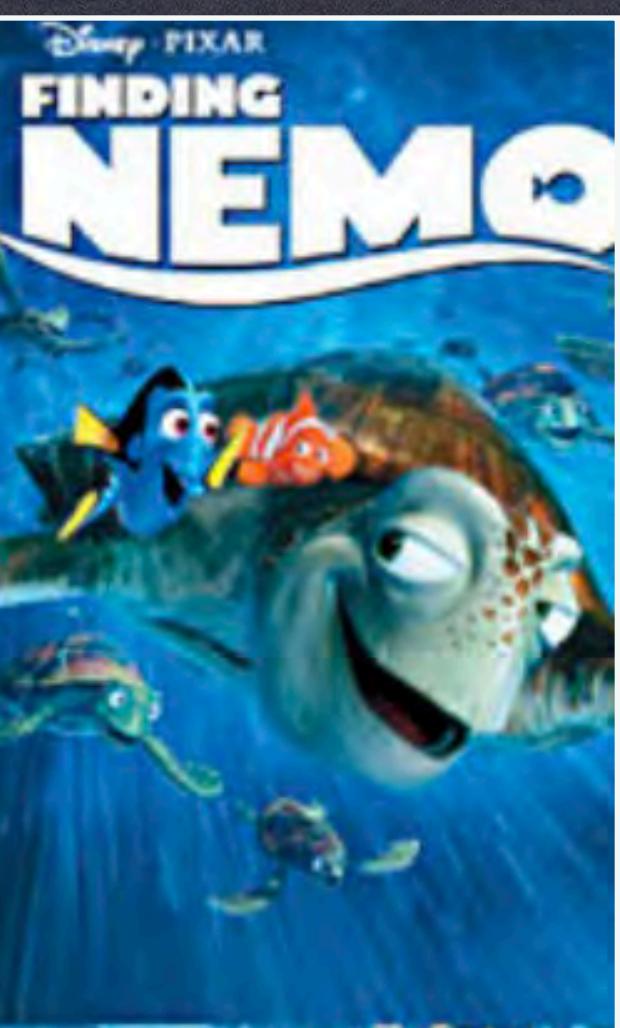
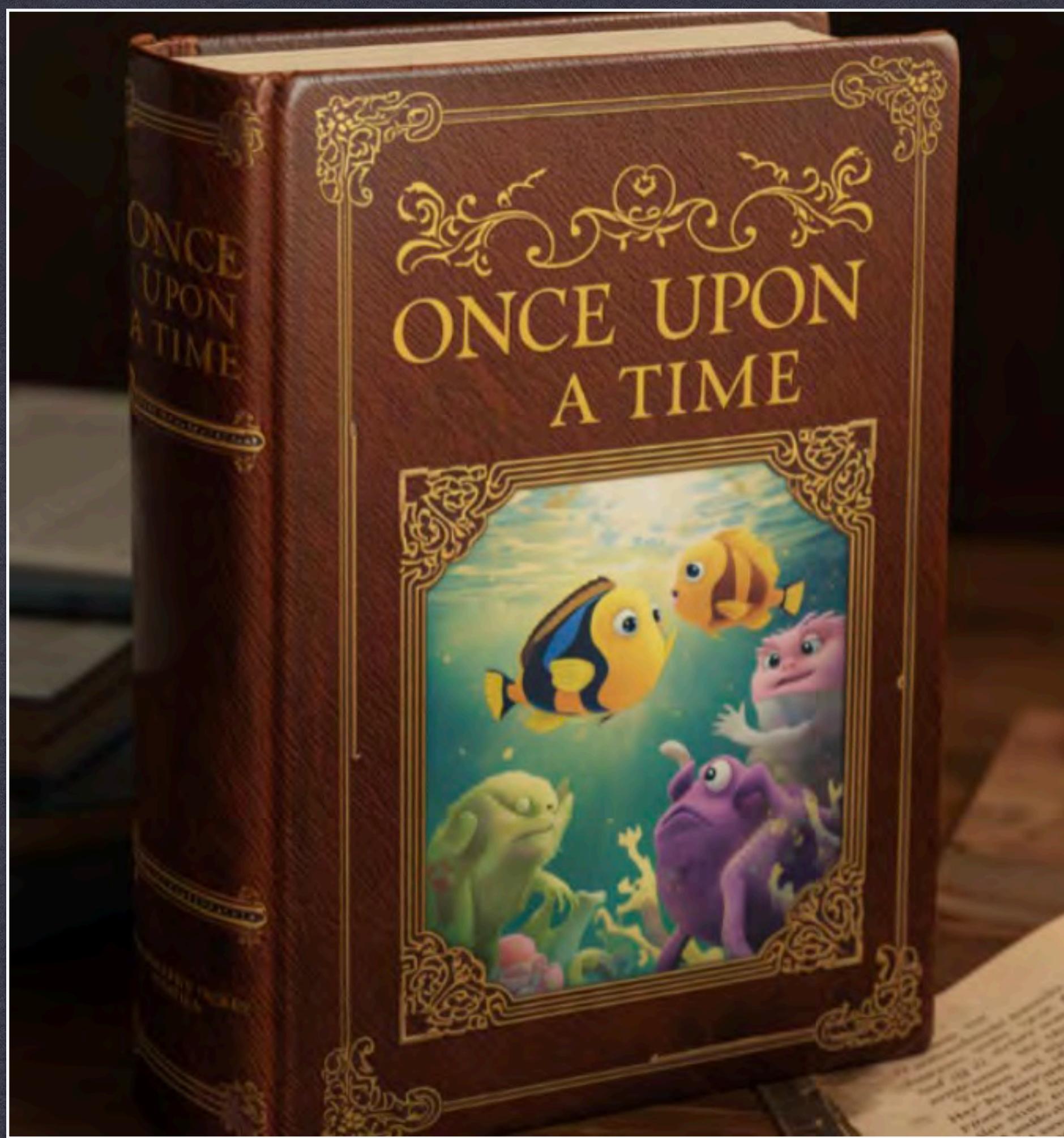
IDEAS TO TAKE HOME AND TRY FOR YOURSELF

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AGENDA ITEM

LESSONS FROM WOODY & BUZZ

FROM TOY STORY TO THE CREDIT UNION STORY

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AGENDA ITEM

DON'T FORGET TO HAVE SOME FUN

A TREND LINE BENDING IN THE WRONG DIRECTION

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