

What's now and what's next

for consumers, credit unions, and CUNA

*Mollie Bell, chief engagement officer, Credit Union National
Association*

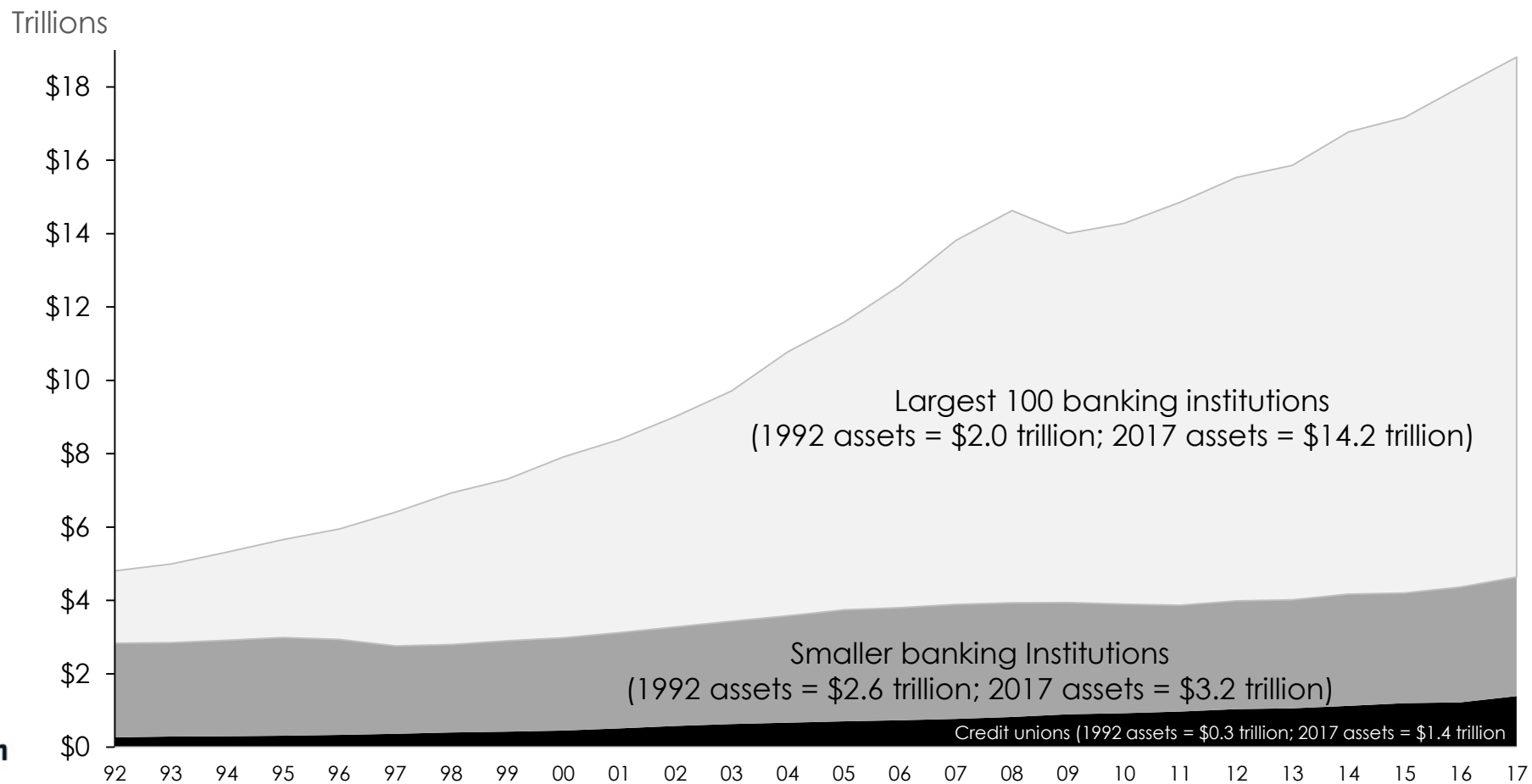


Credit Unions are winning

And yet...

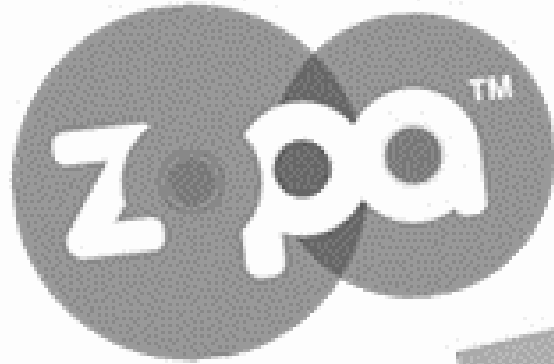
Big Banks Dominate

Small banks have more to fear from fast-growing big banks than credit union competition (Sources: FDIC, NCUA, CUNA)

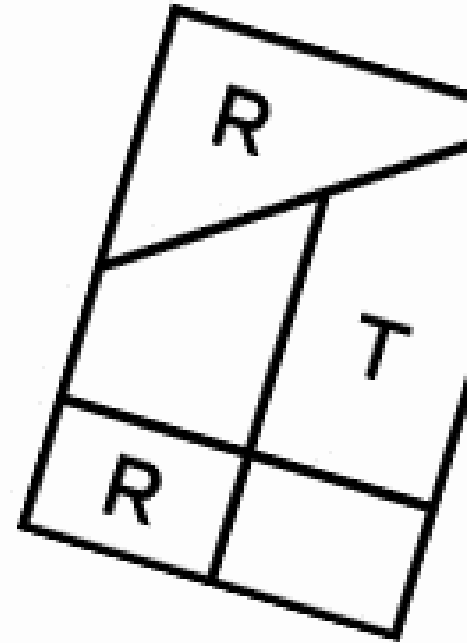


onefinestay

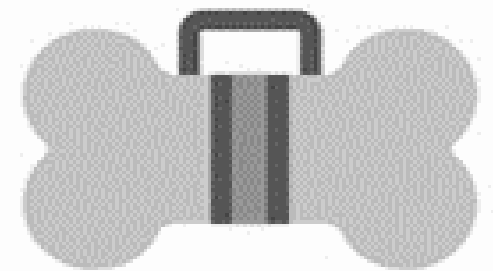
wpa



UBER



BAG BORROW & STEAL



\$335B in 2025

DogVacay

zipcar.

wheels when you want them

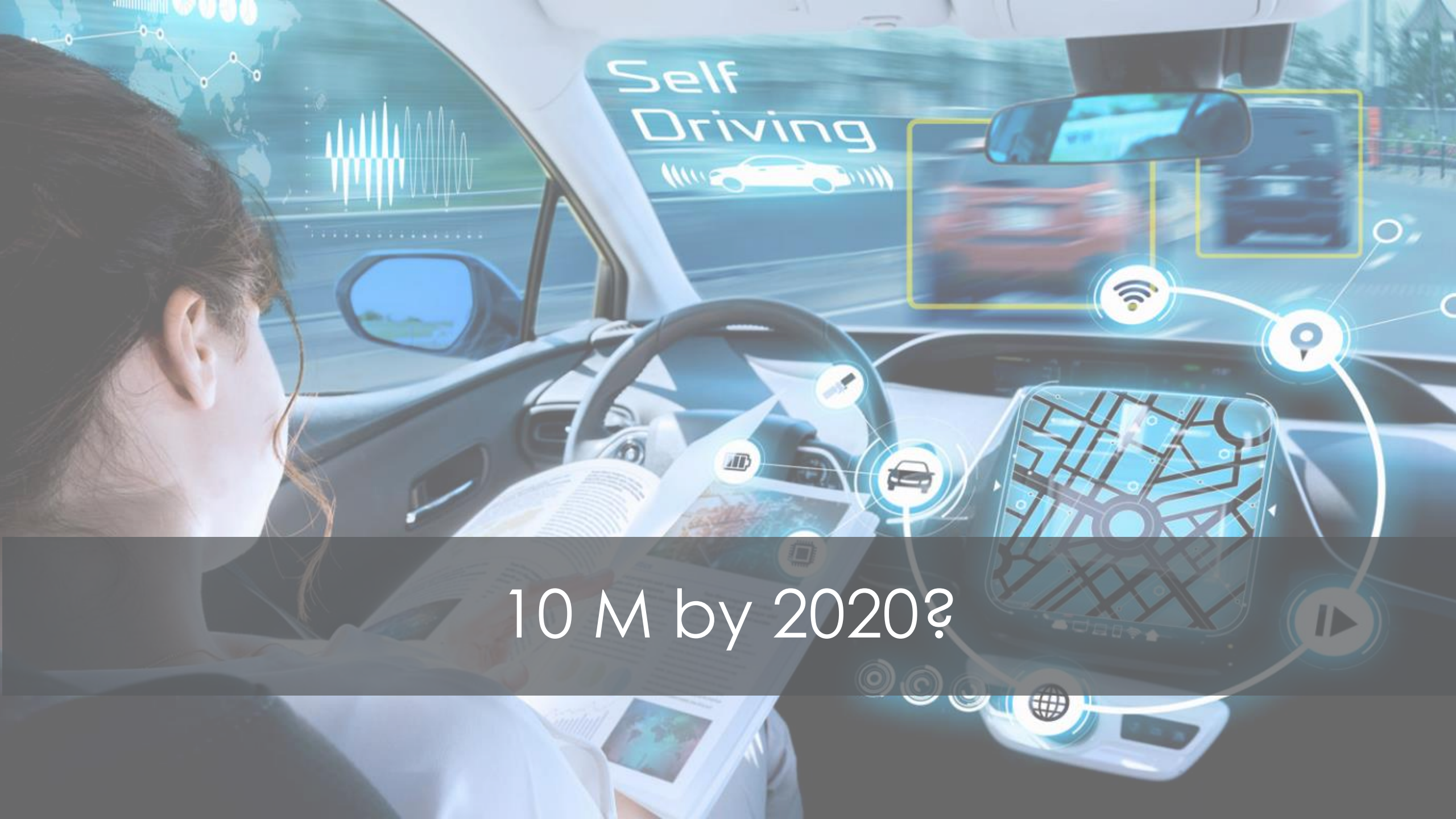
LendingClub

Sharing Economy | Investopedia | 2015



A game changer

Alexa, Move My Bank Account to Amazon | Forbes | March 2018



10 M by 2020?



The third hand and digital natives



The future: awe, admiration, fear



In 2010 >> 388



Today

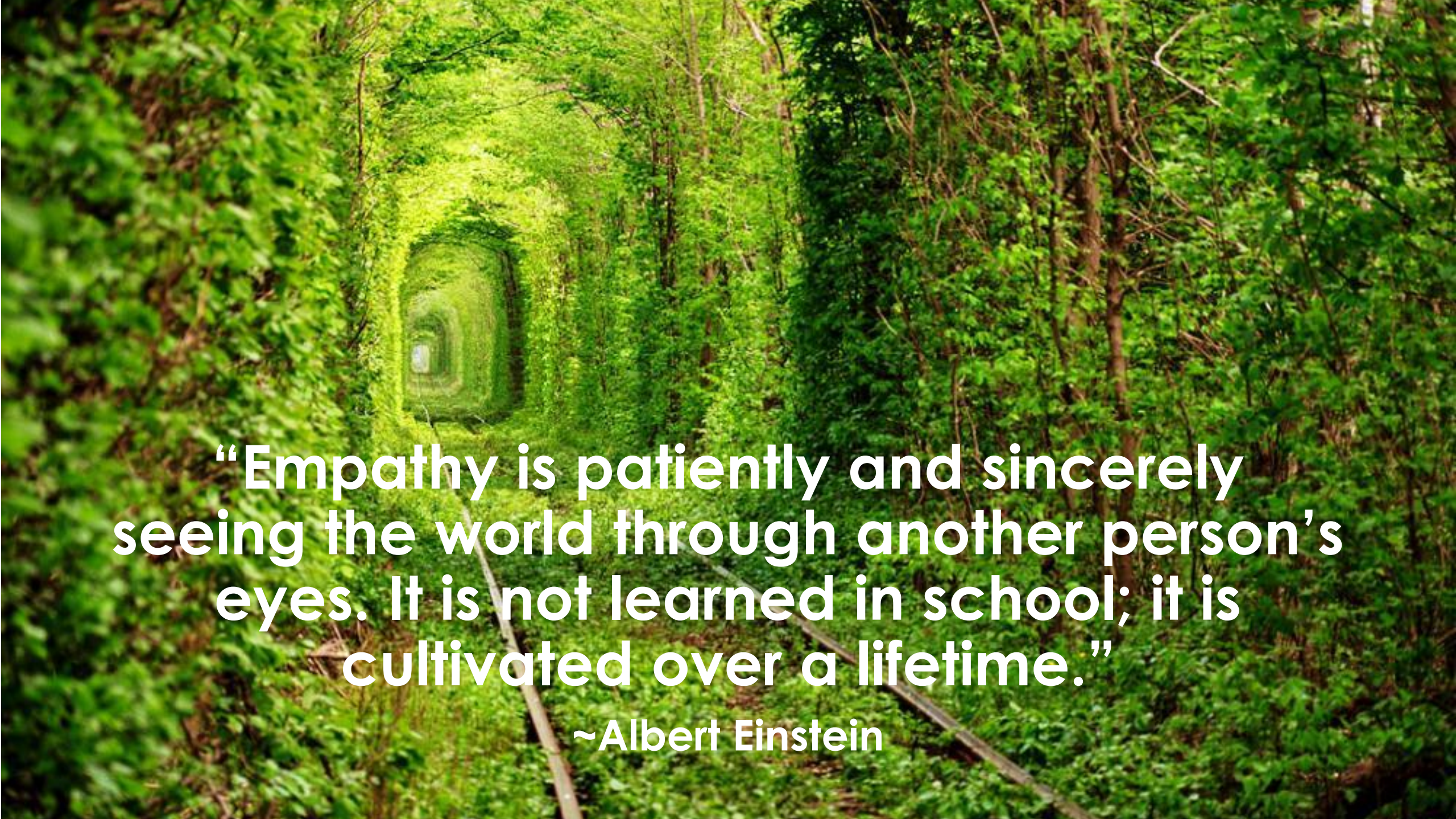
Our struggling and shrinking middle class

- Wages have not risen significantly even with low unemployment and a tight labor force
- For the first time in more than 40 years, less than half of Americans are considered middle class
- Americans owe over \$1.48 trillion in student loan debt
- More than 60% of Americans couldn't come up with emergency funds of \$1,000

MINIMUM HOUSEHOLD INCOME NEEDED TO QUALIFY FOR MIDDLE AND UPPER INCOME TIERS					
	1	2	3	4	5
					
Upper Income	\$72,521	\$102,560	\$125,609	\$145,041	\$162,161
Middle Income	\$24,173	\$34,186	\$41,869	\$48,347	\$54,053



They need you

A lush green forest with a path leading to a tunnel-like opening in the trees. The path is made of dirt and is flanked by tall, thin trees. The tunnel is formed by the branches and leaves of the trees, creating a natural archway. The lighting is bright and natural, suggesting a sunny day. The overall scene is peaceful and serene.

“Empathy is patiently and sincerely seeing the world through another person’s eyes. It is not learned in school; it is cultivated over a lifetime.”

~Albert Einstein



What does it mean to allow yourself to be vulnerable?

Vulnerability, by definition: the quality or state of being exposed to the possibility of being attacked or harmed, either physically or emotionally



KYC: what do you know?



What does frictionless really mean?

A clear glass cookie jar with a lid is filled with Oreo cookies. The jar is on a wooden table. In the background, there is a decorative vase with greenery and yellow flowers. A semi-transparent dark blue banner is overlaid on the bottom half of the image.

Where do you have lids

Focus and drive change

- Define: who is your who?
- Embed strategic thinking
- Set your BHAG
- Explore and experiment
- Execute with excellence



Credit Union National Association

Americans choose credit unions as their best financial partner

Our BHAG

CUNA mission and strategic focus

CUNA **supports, protects, unifies** and **advances** the credit union movement by removing barriers, creating awareness and fostering service excellence.



Leading interdependent and fierce 360° **advocacy offense** to remove regulatory barriers



Promoting better **awareness** of the Credit Union Difference



Establishing credit union **relevance** and providing **solutions** in a very disruptive financial services market



Delivering the CUNA/League association **value proposition**



Growing is Winning: increasing credit union market share

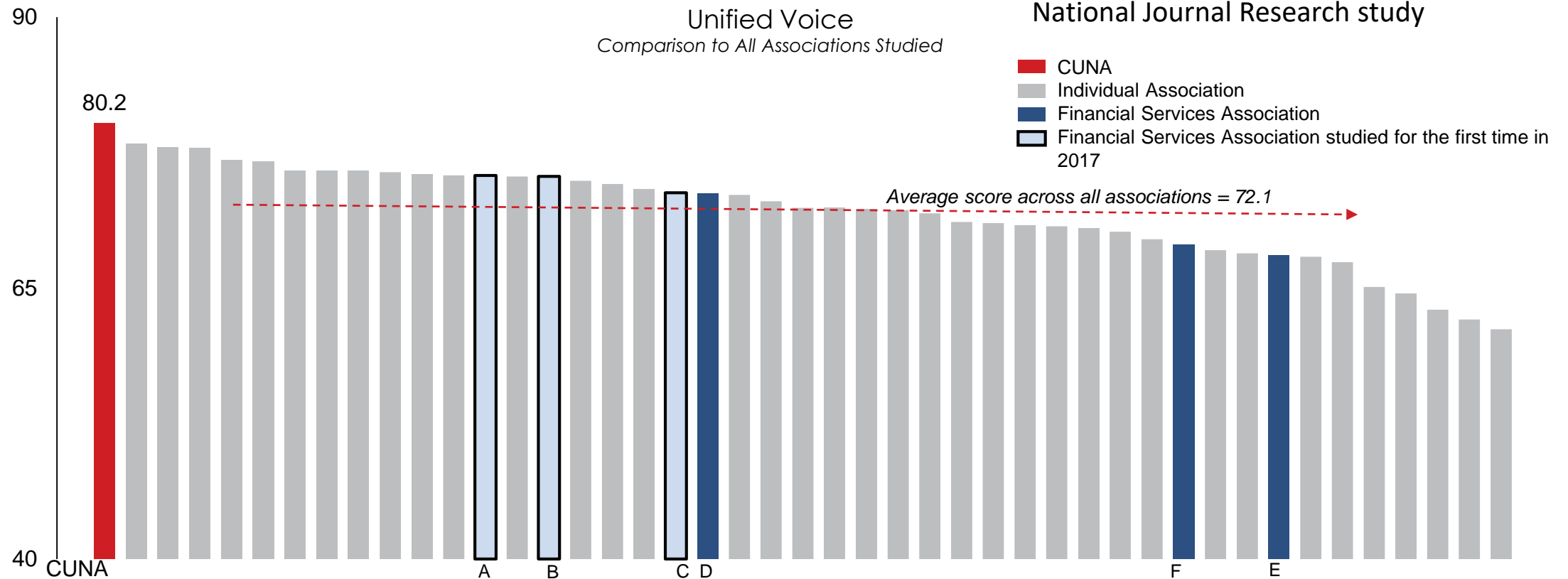
*100% of dues go
toward advocacy*

Fierce advocacy lies at
the heart of everything we
do for our members.




The CUNA/league system represents the views of its industry and speaks for its entire membership more effectively than any other association in Washington.

2017 Policy Brand Insights,
National Journal Research study



The organization represents the **voice of the entire industry** and/or the interests of all its members.



TOGETHER, WE CAN OPEN AMERICA'S EYES

GO TO [AWARENESS.CREDITUNION](https://www.awareness.creditunion)
PASSWORD: [openyoureyes](https://www.awareness.creditunion)

Stronger together: Through our combined strength and network with the state Leagues, we work so your credit union can focus on what's most **important:** your members.

1 CUNA

38 Leagues representing
50 States and D.C.

5,700 CREDIT UNIONS

5,000

70,000 board members

credit union
service providers

110 million credit union
members

300,000 credit union
professionals

11 CORPORATE
CREDIT UNIONS

950 Credit Union Service
Organizations

Connect with us to see your dues dollars in action

The Nussle Report

A weekly commentary on the latest at Credit Union National Association and the credit union industry from the desk of CUNA President/CEO Jim Nussle



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@CUNAadvocacy



@Credit Union National Association

CUNA News

CUNA's daily update on our work for credit unions, industry news and more

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*Thank
you*

