Maximizing Your Membership

Thank you for belonging to the Credit Union National Association (CUNA) and Tennessee Credit Union League (TCUL). It’s important to us that you make the most of your membership! This checklist outlines resources available to your credit union as part of your membership, including training opportunities, strategic products, compliance and news updates.

Access Resources

☐ Credit Union National Association and Tennessee Credit Union League

Receive member exclusive access to credit union resources by setting up accounts on cuna.org and yourleague.org.

Be in the Know, Stay Informed

☐ News Now Headlines

The most trusted, fast-breaking national credit union news at a glance. (C) (□)

☐ CUConnect

CU Connect is a list serv for credit union management and upper management. The purpose is to connect with each other to discuss topics of interest and share information. (C) (□)

☐ The Cheney Report

CUNA President & CEO Bill Cheney provides weekly insights into the pressing issues affecting credit unions. (C) (□)

☐ Management Notes

Management Notes is a monthly publication posted to your league’s website on the first of each month. The focus is human interest, “how to” and recognition features such as branch openings and soft news. It provides fairly complete information regarding regulatory changes and proposals and more in-depth discussion of operational explanations and clarifications. (L) (□)

☐ Credit Union Magazine

The credit union movement’s premier monthly publication featuring industry-specific articles and thought-provoking insights from credit union leaders. (C) (□)

☐ League Update

League Update is a weekly publication posted to your league’s website on Thursdays. It is synoptic. The focus is “what to do.” It does, however, provide links to reference information for more complete data about “how to.” (L) (□)

☐ Follow @CUNA and @TNCULLeague on Twitter

Stay current on national and state level credit union news, products and events by following CUNA and TCUL on Twitter. (C L) (□)
<table>
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<tr>
<th>Service</th>
<th>Description</th>
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<tbody>
<tr>
<td>CUNA Regulatory Advocacy Report</td>
<td>Stay on top of the most important changes in Washington for credit unions as well as CUNA's efforts to monitor, analyze and influence government agencies and federal law.</td>
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<tr>
<td>CUNA Legislative Update</td>
<td>An inside look at credit union interests on Capitol Hill.</td>
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<tr>
<td>CUNA Inside Exchange</td>
<td>Watch current affairs videos with updates from CUNA and industry experts.</td>
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### Tap into Comprehensive Compliance Resources

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<tr>
<td>CUNA COMPBLOG</td>
<td>Follow the latest federal regulatory developments, Q&amp;As and musings from the CUNA compliance team.</td>
</tr>
<tr>
<td>Mortgage Compliance Tools</td>
<td>Cutting edge mortgage lending compliance solutions for credit unions. Assembled through a partnership between CUNA and PolicyWorks, these resources are designed to facilitate the management and implementation of new mortgage compliance regulations and updates.</td>
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<tr>
<td>CUNA's E-Guide to Federal Laws and Regulations</td>
<td>Online guide to federal laws and regulations, covering 100+ key topics.</td>
</tr>
<tr>
<td>Compliance and Information Center</td>
<td>The Compliance and Information Center offers a variety of products and services to help credit unions, including League InfoSight, CU PolicyPro, Compliance Hotline, CU Shared Compliance Specialist Program and much more.</td>
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<tr>
<td>CUNA Compliance Training and TN Compliance Training</td>
<td>As a member, you have access to an array of affordable, credit union specific compliance training resources and opportunities. With face-to-face and online training (webinars, eSchools, and CUNA CPD Online) from CUNA and TCUL, you have options to help you tackle ever-evolving compliance issues.</td>
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### Make the Most of Operational Strategy Tools

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<tr>
<td>CUNA Project Zip Code (PZC) and TNCUL Project Zip Code</td>
<td>Provide your credit union with great data on where your members live — ATM placement, shared branching promotion, and marketing activities.</td>
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<tr>
<td>Credit Union Monthly Estimates</td>
<td>Receive individual credit union statistics, peer group statistics and national statistics — great resources for board meetings and management discussions, when you submit a brief summary of your monthly financial information to strengthen CUNA's evaluation of financial trends in the credit union industry.</td>
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Small CU Staff Salary Report

Use this helpful survey report to make meaningful comparisons with salary structures for credit unions with $35 million or less in assets. This report includes statistics on base salaries, incentives, bonuses, total cash compensation and salary ranges for 19 full-time and 5 part-time positions in small credit unions.

Tennessee Quarterly Credit Union Profile

These profiles include a verbal description of trends and changes in the structure of Tennessee credit unions. They also provide data comparisons for Tennessee’s credit unions to all credit unions in the country, a five-year historical comparison, and data distributed by asset groupings.

National and Statewide Member Benefits Reports

CUNA estimated $5.8 billion as the nationwide financial benefits to credit union members in 2012 — that’s $118 per household. Help your staff develop the perfect “opening line” and capture more member business by leveraging the data in these reports.

Credit Union Staff Salary Survey Report and Compensation Analytics

A full suite of salary resources to ensure your credit union’s compensation packages remain competitive and in line with industry standards. Includes information for credit unions of all asset sizes.

Fees Report

A detailed report breaking down the average fees charged by credit unions and banks on multiple product lines. View average fees for banks and credit unions together, separately, and side by side to craft your credit union’s pricing strategies.

CUNA Strategic Services and TCUL Products and Services

CUNA and TCUL have select products and services to help you save time and money on resources needed to compete in the modern financial marketplace.

Share the Value of Credit Union Membership

aSmarterchoice.org

Maximize your consumer reach by keeping your profile current. In 2012, nearly 218,000 consumers found credit unions via aSmarterChoice. CUNA-League membership perk: enhanced credit union profiles!

Unite for Good Toolkit

Engage with our shared strategic vision: Americans choose credit unions as their best financial partner. Check out the Unite for Good action pack and start your checklist and share your stories at uniteforgood.org.

Don’t Tax My Credit Union

Ready to use resources at your fingertips. Help protect the credit union tax status by making sure Congress hears your voice: Don’t Tax My Credit Union!
Invest in Excellence with CUNA and League Products and Services

People – TNCUL Education and CUNA Training & Events
Build your team with CUNA and TNCUL training and events. From conferences to online resources, CUNA and your League put a wealth of education at the fingertips of staff, managers, executives and volunteers.

Key solutions include CUNA CPD Online, CUNA Training Bundle, League training, CUNA Schools & Conferences and CUNA Pressing Economic Issues Series.

Members – CUNA Marketing & Member Education
Increase loyalty and satisfaction across your entire membership base. CUNA’s financial education tools, customizable member resources and front-line staff training tools ensure optimal member service organization-wide.

Key resources include: CUNA Member Microsites, CUNA Creating Member Loyalty, National Credit Union Youth Week and Financial Education programs.

Strategy – CUNA Research & Strategy
CUNA’s strategic resources work to keep you forward-thinking through industry-leading professional development, market research and expertise.

Key solutions include CUNA E-Scan, CUNA Enterprise Risk Management Certification Institute and customized CUNA Market Research solutions.

Networks – CUNA Councils, CUNA Volunteer Network, CUNA List Serves for Compliance and Trainers
With CUNA Networks, you can stay up-to-date on the latest regulations, best practices and marketplace challenges.