



# Police Officers' Credit Union Association



## 2015 Fall Collaboration Meeting

### Synopsis



### **Executive Summary**

On October 16, 2015 the Police Officers' Credit Union Association (POCUA) held a Fall Collaboration Meeting in Kansas City, Missouri. This was the second meeting of its kind for the association since its inception in 2013.

Four executives from as many Police Credit Unions were in attendance as well as PCUA Co-Founder and Manager, Ken Bator. The participating PCUA members were as follows:

Andy Fogle, CEO of Des Moines Police Officers' Credit Union

Michael Williamson, CEO of Greater Hartford Police FCU

Mary Johnson, CEO of Police Federal Credit Union of Omaha

Norman Mann, COO of Police FCU

Our purpose during the Fall Collaboration Meeting was threefold:

1. To determine at least three goals for the PCUA for 2016.
2. To discuss the possible collaboration opportunities for PCUA members.
3. To share common issues and positive solutions among the attendees.

## **Common Issues**

Our third objective for the meeting became our first order of business. Each executive was asked to list and discuss the top three issues or obstacles they face at their credit unions. Not surprisingly there was a pretty common theme for everyone:

- Obtaining deeper product penetration, growing membership, and growing profits
- Managing multiple projects in a timely manner
- Creating a clear understanding of how the credit union will grow in the future.
- Providing and finding the time for staff training

## **Finding Collaboration and Support through the Issues**

As always, our three primary brand tenets of any POCUA event are:

1. Networking
2. Education
3. Fun

To that end the majority of our meeting was spent in true collaboration among the attendees. Particularly, the top two tenets above were at work in that best practices implemented at the executives' Police Credit Unions were shared in order to alleviate the challenges listed. There were a few success stories and much discussion on "what works."

The conversation on staff training led to a POCUA goal for 2016. Given that there are some distinct nuances and personalities of those in law enforcement this aspect may lend itself to specific training just for Police Credit Union staff. Therefore, up to three categories of training, as well as flexible delivery methods, will be researched.

We were also able to fit in our third brand tenet. This was fairly easy to do over some of the best barbecue in Kansas City at Fiorella's Jack Stack Freight House.

## **Determining POCUA Direction in 2016**

In addition to training for POCUA staff, we discussed the support we can illustrate for law enforcement. We also conferred about the need to grow our membership and our attendance at our events the *proper* way.

During the 12<sup>th</sup> Annual Police Officers' CU Conference a National Law Enforcement Campaign was presented. The probable cost proved to be too much of a price tag to garner support for the program. However, something that would be of a smaller scale to show support for police was desired. To that end a low cost idea for a social media campaign was introduced during the Fall Collaboration Meeting. The objective is to show the support of the profession by the Police Credit Union as well as to "humanize" our police-officer members. There would be multiple pictures with appropriate taglines. POCUA members would be able to purchase a package of five pictures at approximately \$100. This program would be made available to POCUA members only.

Obviously there is a desire to grow the membership of the POCUA. There was discussion on attracting the right members. While we are certainly happy to welcome any credit union serving law enforcement, given the future of the industry the primary focus is to attract institutions that are passionate about collaborating for the benefit of all POCUA members. This includes not only organizations that serve law enforcement as their primary field of membership but also those that recognize this sector as a significant percentage of their membership. City of Boston CU is a good example of the latter. While their membership is less than 20% law enforcement they are wise to understand that the segment is a critical slice of their membership pie. There are other city, municipal, and county credit unions that will share that sentiment.

Similarly there is a desire to increase the attendance during our events but to do so with the right attendees. Coupling the 13<sup>th</sup> Annual Police Officers' CU Conference with the GAC may give us an opportunity to expose new credit unions that serve law enforcement to our unique brand. Further coupling or "piggy back" events will be considered. Given the timing of our next conference in February in Washington DC, and the locale of this particular meeting in the Midwest, there may be an opportunity for another coupling event on or near the West Coast in 2016,

## **2016 Collaborative Goals**

Given the above discussions, the following goals for the coming year are as follows:

- 1) Research possible exclusive Police CU training and how it can be delivered by 2/18/16.
- 2) Have "Support for Police" social media campaign options available for POCUA members by 2/18/16.
- 3) Increase POCUA membership by 12/31/16 to:
  - a. Threshold – 20 credit unions

- b. Target – 25 credit unions
  - c. Stretch – 30 credit unions
- 4) Have a variety of credit unions serving law enforcement represented during the 13<sup>th</sup> Annual Police Officers' Credit Union Conference in February 2016:
- a. Threshold – 10 credit unions
  - b. Target – 15 credit unions
  - c. Stretch – 25 credit unions

## **Conclusion**

Although we had a smaller crowd than expected for the 2015 Fall Collaboration Meeting, it was without a doubt a success. At the very least, four Police Credit Union executives were provided a forum to collaborate face-to-face and enhance relationships that will be of benefit to their credit unions and the POCUA for some time. It is more likely that the gathering also continued to augment the structure of a needed association for institutions that proudly serve the law enforcement community.