



Trends in Financial Counseling

Mark Lynch
Senior Program Manager
National Credit Union Foundation





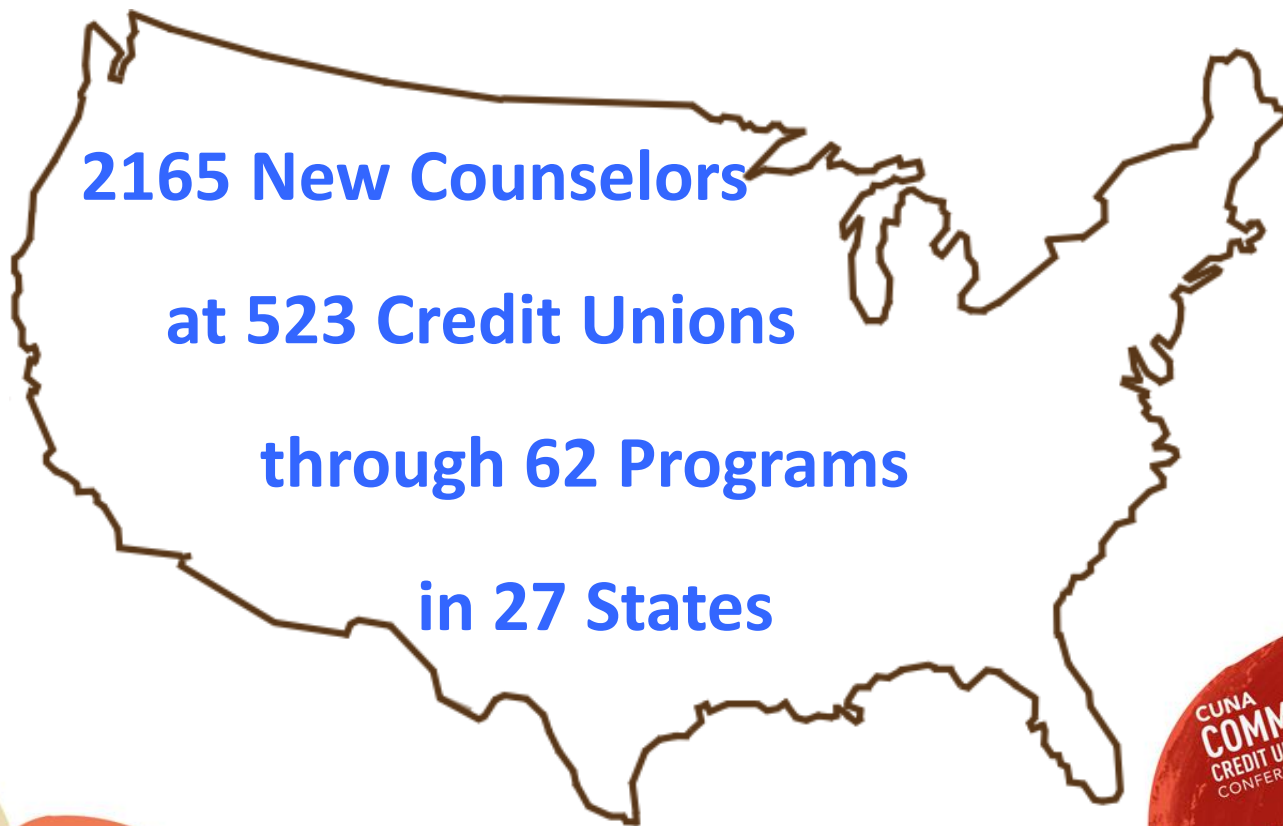
Training Certified CU Financial Counselors

- Partnership with CUNA and Leagues
- Tutorial Webinars
- Training and proctored exams
- Focus on program development & impact measurement

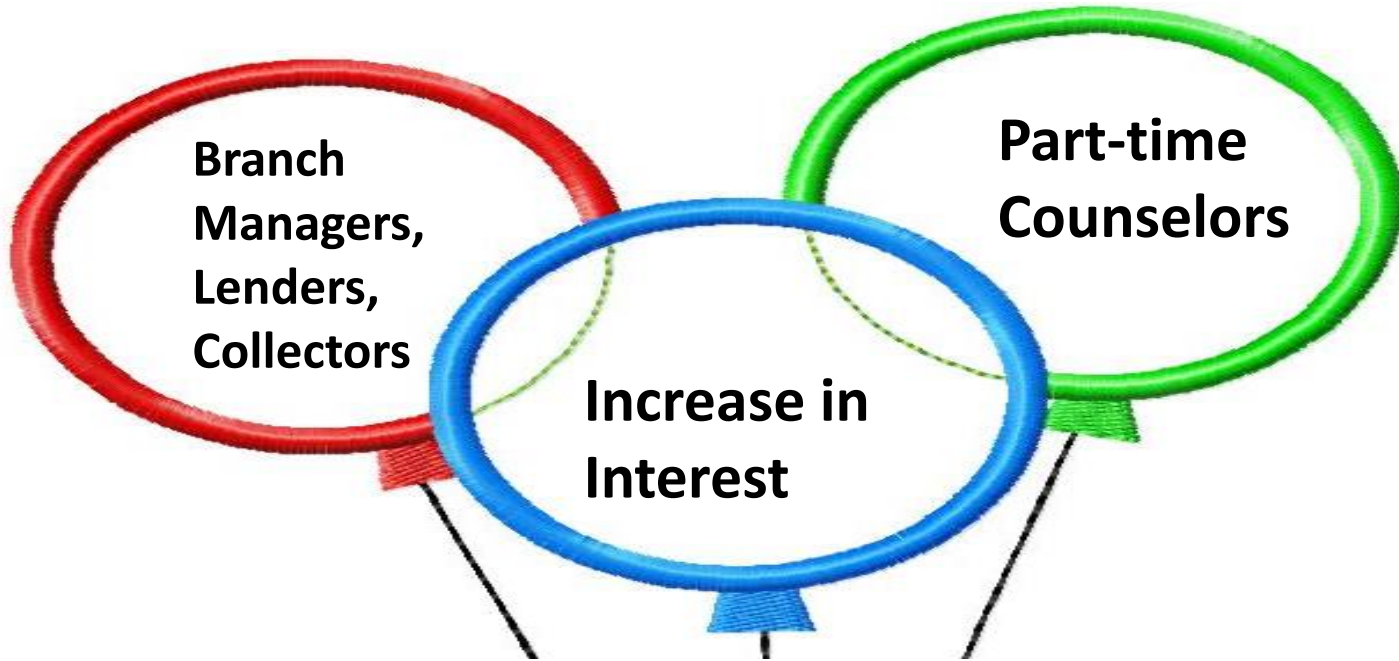




Training Certified CU Financial Counselors



The Trends





The Challenges



The Challenges





The Challenges

Track and Measure Success



Some Developing Models

