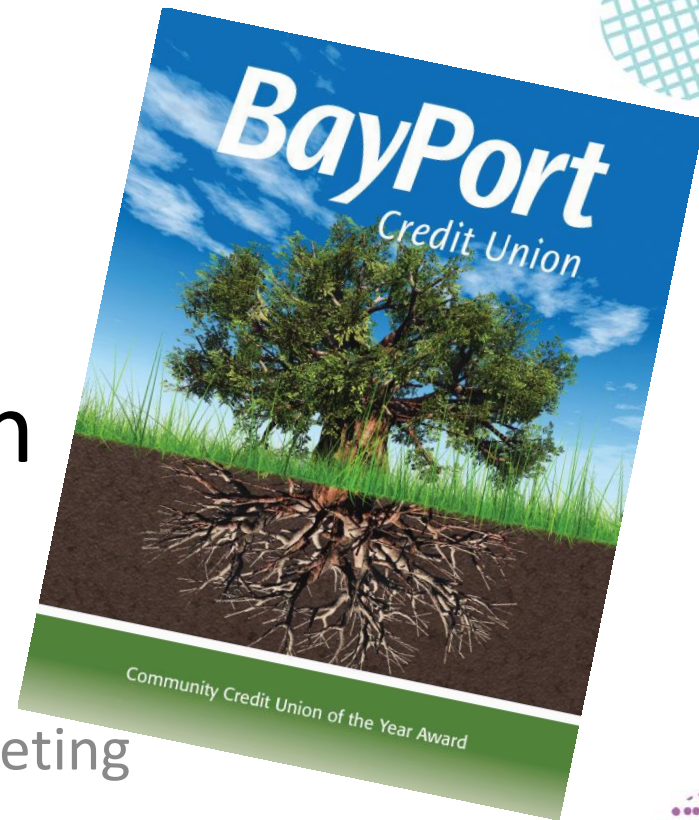


CUNA  
COMMUNITY  
CREDIT UNION  
CONFERENCE + THE  
FEDERATION  
2016 ANNUAL CONFERENCE

# BayPort Credit Union

Monte Crowl  
Vice President of Marketing





# Who Are We?



\$1.5 billion in assets  
25 branch locations  
Newport News, VA



# Reaching Out & Reaching In

## Two Strategies Designed to Develop and Educate Members

1. Successfully Merge Four Credit Unions in 18 months
2. Establish Four High School Student-Run Credit Unions in One Year





# Reaching Out

- How we successfully merged four credit unions in 1 1/2 years
- BayPort does not actively seek out potential mergers

# Three Types of Mergers

- Offensive
- Defensive
- Opportunistic





# Being the Merger Choice

- BayPort has been the merger institution of choice due to our community base and corporate culture
- Fun fact: Two of the merging four CEO's were BayPort members prior to the merger
- Merging credit unions were < \$10 million in assets
- Total new members through mergers = 6,390

# Reaching In

## Educating a Generation

- Goal - establish operational Student-Run Credit Unions in three local high schools.
- Result - established four high school Student-Run Credit Unions in one year!





# Average Participation Rate

Nation wide average = 3% of student body

BayPort's four high schools participation rates:

- 3.7%
- 5.4%
- 11.5%
- 7.0%

Total first year deposits = **\$30,918**





# Take-Away Tips

- Hire a local teacher who is familiar with the local school systems and administrators
- Make the experience real, real accounts, no workbooks!
- Look to “best practices” examples and follow them! Reduces “to-market” time
- Create a written proposal to sell concept to local school administration
- Include teachers and administrators in product offerings
- Plan for the long-term — examine the scope of your project



# New School Year Report Card

- We just finished opening up our 38th Student-Run Credit Union.
- These schools include elementary, middle and high schools.
- This spring we celebrated our 1,000th SRCU account opened!





# Thank you!

- Questions?