Promoting an Inclusive Culture at Alternatives Federal Credit Union

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Alternatives Federal Credit Union

- Chartered Jan. 12, 1979
- $108 million in assets
- 10,314 members
Our mission
To build wealth and create economic opportunity for underserved people and communities.

Our vision
We are leading an economic movement to create thriving, empowered communities with financial freedom for everyone.
One important aspect of our staff culture is that it is participatory. Staff opinions are sought and the opportunity given to offer feedback in several ways:
- Management Team meeting: 17 people (1/3 of staff!): “C” level managers, department heads and program managers.
- Bi-weekly all-staff meetings
- Engagement team and annual engagement survey (Aon Hewitt’s “Say, Stay, Strive”)
- Staff teams: Green, Business Services, Underserved Task Force, Diversity, Engagement
- Board and board committee meetings open to staff
- CEO Search
Member and Community Inclusion

- Staff should reflect the community

- Staff are vital to community inclusion. All staff encouraged to “listen and tell”

- Promotional materials should reflect the membership

- Diversity Team’s listening sessions

- Underserved Task Force tabling

- Community partnerships and workshops
TransAction
A transgender financial empowerment initiative to expand product reach and development services into the Transgender Community via a collaboration with Planned Parenthood of the Southern Finger Lakes. Funded by the National Credit Union Association’s Underserved Outreach Initiative.

Business Leaders of Colors (businessleadersofcolors.com)
“A group of small business owners committed to social justice. We do this by supporting our member businesses. This network was started to level the playing field and create a cooperative space for commerce that will serve the under-served business community.”
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