



Summer/Fall 2010

specifics

the official newsletter of Minnesota Family Involvement Council

FIC helps CUs develop and focus financial literacy strategies



During its debut education session on Aug. 19, the FIC held a Start 2 Go Workshop, guiding more than 40 credit union professionals on how to infuse energy into lifestage programs, clubs and overall financial literacy strategies. Investigating the need for financial education, credit unions explored ways that they can fill the gap in fiscal knowledge that currently exists in today's society.

Led in part by nationally-recognized speaker Nathan Dungan, the workshop focused on the importance of facilitating money conversations among credit union members of all generations. Dungan is the founder and president of Share Save Spend, an organization dedicated to helping families link their money decisions to their values. Throughout the day, he emphasized to credit unions their role in engaging, educating and equipping families to have discussions about money.

"Families today lack a value system to talk and teach about money," Dungan said. "By playing an active role in helping members participate in money conversations, credit unions will begin to see healthy spending habits develop in their members."

Dungan went on to explain that this would benefit credit unions in the long run.

During the workshop, participants investigated steps for increasing members' financial literacy.

During the FIC Start 2 Go Workshop on Aug. 19, Nathan Dungan, founder & president of Share Save Spend, discussed with credit unions how they can help engage, educate and equip families to have discussion about money.



Through a panel discussion, they explored techniques for marrying financial literacy tactics with the credit union's overall strategic plan and vision.

"Credit unions have the opportunity to instill lifelong money management habits across multiple generations," said LeAnn Achtenberg, FIC chair. "The Start 2 Go Workshop provided credit unions with the tools to make financial literacy more than just an event. They left with a blueprint enabling them to give financial literacy a more strategic role within their organizations."

As a committee of the Minnesota Credit Union Foundation, the FIC is committed to enhancing the future of the credit union movement by supporting Minnesota credit unions' efforts to provide financial education programs and encourage full-family involvement. Through their Start 2 Go program, they have assisted credit unions in increasing their financial literacy efforts through the development of kids, teens and senior citizens clubs.



FIC Welcomes Our Newest Volunteer



The Family Involvement Council (FIC) recently added a new volunteer to its committee. Representing Northern

Minnesota, Kathlynn McConnell is an energetic Corporate Trainer and Employee Development Coordinator for Members Cooperative Credit Union. While relatively new to the financial industry, she has been involved within the training industry for more years than she can count.

Kathlynn believes wholeheartedly in the credit union philosophy of "people helping people" and is excited to share with the committee her knowledge of the training world, experience as a business owner and parent, and passion for people to enhance financial literacy awareness.

Minnesota Family Involvement Council

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FIC scholarships available

FIC Scholarship Deadline

All applicants must submit their FIC scholarship applications by February 1, 2011.

Free Services

- ❖ Classroom Reporting - Is YOUR credit union involved in Financial Education? If so, please remember to Report It!

The Minnesota Family Involvement Council has \$11,000 available in scholarship money for Minnesota credit union members who are continuing their education.

The FIC is offering two \$1,000 scholarships and eighteen \$500 scholarships to 20 credit union members throughout Minnesota. Any individual pursuing post-secondary education in the Fall 2011/Spring 2012 is eligible.

To apply, eligible credit union members must complete a one-page application form and submit an essay answering the following questions: "What does the phrase 'Living within your means' mean to you? How can your credit union help you achieve this?" The FIC will use members' answers to provide credit unions insight into their promotional efforts.

The scholarship packet is available online at www.mnfic.org/scholar.htm. In addition, be sure to check out the FIC's web page for scholarship promotional materials, including a downloadable web banner, sample newsletter article and ideas to generate interest. With questions, please contact any member of the FIC.

www.mnfic.org



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FIC Website has a new look

The FIC has redesigned its website with Minnesota's credit unions in mind. Are you looking for resources for your lifestage programs, clubs or overall family financial literacy efforts? Check out the MnFIC website at www.mnfic.org.

With one click of the CU button, you can access scholarship information, FIC programs, highlights of Minnesota credit unions in action, educational information, and an archive of previous newsletters. The committee's goal is to continually update the FIC website with information and links that will aide you in your quest for family financial education.

If you are in need of additional information or have a suggestion, click on the "Contact" button to send an e-mail to any one of the FIC's knowledgeable council members.



FIC Website:

www.mnfic.org

Minnesota CUs provide financial education to 6,700+ students

Recent statistics reveal that Minnesota credit unions provided financial education to more than 6,700 students during the 2009-2010 school year, according to statistics compiled by the National Youth Involvement Board (NYIB). In total the NYIB reported that U.S. credit unions conducted presentations for more than 413,000 students in the past year.

Minnesota credit unions made 347 financial literacy presentations in the past year. Through these classroom sessions, credit union professionals and volunteers taught students about credit unions and the importance of saving, budgeting, credit and more.

Credit unions involved in financial literacy are encouraged to visit the NYIB web site (www.nyib.org) throughout the year to report their presentations and add to these impressive statistics in 2011. In addition, the Minnesota Family Involvement Council offers credit unions a variety of resources to assist them in their financial literacy efforts. To access free curriculum, links to educational resources and more, visit the Family Involvement Council web site.



You Are Invited!

Do you have a passion for financial literacy and family involvement? Would you like to have a positive financial influence on the lives of others? Would you enjoy working with 10 -12 other like-minded people for a common goal – financial literacy awareness? Well then, consider yourself invited!

The FIC is seeking credit union professionals and volunteers to serve on the committee. As a committee of the Minnesota Credit Union Foundation, the FIC is committed to promoting financial awareness within the credit union movement. If you are passionate about financial awareness, financial educational and full-family involvement in Minnesota credit unions, contact FIC Chair, LeAnn Achtenberg at (763) 253-2728 or leann.achtenberg@ahcu.coop.

Interested credit union professionals and volunteers from all areas of Minnesota are welcome to submit an application to serve on the committee. We look forward to hearing from you.