

DANE COUNTY CREDIT UNION
Project Differentiation
2015 Update

Statement of Commitment to Members:

As a member-owned, not-for-profit financial cooperative, Dane County Credit Union is committed to our members. We will uphold our fundamental responsibility to actively serve people within our field of membership, and as appropriate, the communities they live in. We will treat all members with respect and dignity and we will offer honest, fair deals to all members at all times. We will deliver a range of low cost products and services to the diverse economic and social make-up of our members and potential members. We will look for better ways to reach out to the unserved or underserved in our field of membership. And we will continually, in all facets of operations, demonstrate the value of membership in Dane County Credit Union.

We will monitor and communicate our service to members in a meaningful way so that members, potential members, legislators, regulators, and the community at large will understand and appreciate the unique role that member-owned financial cooperatives play in their lives.

Throughout Dane County Credit Union's strategic plan, we will put forth every effort to enable our members to become financially self-sufficient and successful. We will place high importance on consumer education and the teaching of financial thrift.

This Statement of Commitment to Members is consistent with our credit union mission of "Building lifetime relationships through personalized financial services" and our brand summary "A local neighborhood credit union that stands for you, and specializes in delivering personalized quality service while doing what's right for you." This statement also represents good business practices that ensure the financial strength of our credit union on behalf of our members.

Section 1: Service to Members

Dane County Credit Union strives to offer services designed to improve the economic and social well being of all members from all socio-economic backgrounds, including our low and moderate income members, and return financial value to all those who participate in our member-owned financial cooperative.

Services that Help Improve the Economic and Social Well Being of Members:

1. Great Dane Savers children's account – encourages good savings habits to young members, age 0-12, who can earn prizes for depositing money. Children receive "Pawprints" newsletter periodically.
2. Risk-based loan rate structure – provides more opportunities for the credit union to assist members with poor credit by charging a higher rate to offset increased credit risk.
3. Open end lending – reduces or eliminates the need for members to sign loan papers each time money is borrowed.
4. Low minimum starting balance for certificate investments - \$500 minimum deposit.

5. Deposit Plus certificate – geared toward young people and those who do not have the means to open a traditional certificate. Lower \$250 opening balance, and electronic deposits are allowed throughout the term of this certificate.
6. All Individual Retirement Account options – Traditional, Roth, Coverdell – offer passbook options, allowing members to build up small deposits until they achieve the minimum to deposit in a certificate.
7. Money Market account – offers a lower minimum (\$2,000) than most competitor plans.
8. Mortgage program – we partner with a secondary market provider, offering a wide variety of mortgage programs and education for our members.
9. Service fee free checking – our eBonus and Classic checking program have no minimum balance requirement.
10. Internet home banking and audio response – offers 24/7 account access alternatives to members.
11. eBills, eStatements and Alerts – free electronic services for easy money management.
12. Courtesy Pay – we will pay checks up to \$800 for most members if basic guidelines are met, reducing the need for members to utilize payday lending services.
13. Live Chat - provides a convenient communication channel for our members and prospective members.
14. Student auto loans – provide financing for college students for a vehicle, in many cases without a co-signer.
15. Next Gen Outreach – an initiative to bring teens together to work with us and their peers to prepare for their financial future
16. Relationship Builder accounts - gives more individuals with troubled history the opportunity to develop a productive relationship with the credit union.
17. Claim Your Youth teen program - allows teens age 13-17 to learn money management skills and build a credit rating, with joint or co-signed accounts. Link to customized teen website and periodic newsletters are mailed. Many account services are available to teens such as checking accounts and debit cards.
18. eBonus Checking - rewards members who utilize eServices and direct deposit with dividends paid on any balance. Plus, a Rewards Visa Check card is available.
19. Health Savings Accounts – tax favored consumer savings plans for individuals and families covered by high deductible health insurance plans.
20. Visa gift cards - offer convenience to members and an easy gift giving option.
21. Visa TravelMoney Cards and General Purpose Reloadable Cards – reloadable cards offer a convenient and safe alternative to cash for traveling and other purposes.
22. Emergency Fund Certificate – opened with a zero balance with minimum \$50 per month automatic deposits. One penalty free withdrawal can be made during the 12 month term.
23. Credit card options - include cards that earn rewards points, business, student, credit builders, and more.

24. PopMoney - enables our members to send or request money from anyone using an email address or mobile phone number regardless of which financial institution the other party banks with.
25. The Hub – a free account aggregation and financial management tool as part of our eBanking package.
26. Mobile App – DCCU information is quickly and easily obtained via the app. It can be downloaded from Apple, Google, and Kindle app stores.
27. Mobile banking – members can obtain balances, make transfers and even set up bill payments via their mobile devices.
28. Mobile Deposit - for ease in depositing checks by capturing a photo of a check and submitting it via a mobile device.

Section 2: Member Education

Dane County Credit Union believes in member and consumer financial education and is committed to educating members and consumers alike about credit union uniqueness, philosophy and values.

Programs that Support Member Education and Advocacy:

1. Auto valuation guides – resources to help members when purchasing new or used vehicles are available at DCCU.
2. Web site – DCCU’s web site includes links to various financial calculators and other financial educational resources.
3. Loan denials and overdrawn accounts - viewed as opportunities to educate members on better money management and improve their credit and credit worthiness.
4. Greenpath- offers members financial counseling and education opportunities. Greenpath is a local entity which provides the opportunity for members to choose between phone or face-to-face counseling.
5. eNews – our electronic newsletter, features a financial education article in each issue.
6. Get Checking program - We accept “graduates” of the program which is a workshop designed to help teach proper management of a checking account.
7. Banzai – we provide financial education tools to teachers in the middle and high school levels throughout Dane County. Banzai is a fun and interactive web-based tool that teaches young adults to manage their money wisely.

Section 3: Involvement/Governance

Dane County Credit Union will endeavor to preserve credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

Programs that support Involvement/Governance:

1. Board elections – elections are conducted electronically via a link on our home page, stressing full member participation. Paper voting is also available.
2. Committee involvement – DCCU has a number of committees that include both volunteer and staff participation. Committees include: Facilities, Nominating, Political Action, Asset/Liability Management, and Community Involvement.
3. Political Action Committee - continues to work in conjunction with the Madison Chapter of Credit Unions to work with all credit unions in the Madison area to become more politically active and to educate credit union staff and volunteers on the importance of the political process and educating lawmakers on the credit union difference.

4. Associate Director program - assists in providing a structure for ensuring that potential members of the Credit Union Board of Directors receive adequate preparation to perform successfully.

Section 4 – Diversity

Dane County Credit Union recognizes the value of demographic diversity in staff as well as in volunteers, and will strive to bring people of diverse backgrounds and experiences into leadership and other roles at the credit union.

Programs that Promote Diversity:

1. Board representation – our board includes diverse representation from the community at large.
2. Equal opportunity employment - Dane County Credit Union actively seeks to fill vacancies by hiring qualified candidates without regard to race, creed, religion or socio-economic status, seeking to represent the community in which we operate.
3. Employees with disabilities – since 1989, Dane County Credit Union has employed an individual in cooperation with Community Work Services, a local agency. This employee is an important and valued member of our credit union team.
4. Language barriers - Dane County Credit Union strives to employ Spanish-speaking individuals to facilitate improved communications with members and sponsors employee participation in Spanish courses at area schools.
5. Latino community – we provide exposure with bi-lingual deposit slips, bi-lingual advertising, and staff involvement.
6. Membership - includes a wide variety of demographic groups.

Section 5 – Commitment to the Credit Union Movement and other Cooperative Activities

Dane County Credit Union will work to build and strengthen our unique credit union movement by providing financial and in-kind resources to others within the credit union community, and by actively advocating the credit union difference at all levels of government and in other appropriate public forums. In addition, Dane County Credit Union will participate in local, state and national cooperative activities as appropriate, and will strive to build and strengthen relationships with other sectors of the national cooperative movement.

Activities that Support the Credit Union Movement:

1. Chapter – DCCU staff are active in attending and promoting Chapter functions. The Vice President of Marketing and Member Service serves on the Chapter board.
2. Trade association involvement – The credit union CEO currently serves as a director of the Credit Union Executives Society.
3. Political action – Our credit union's political action committee is active in letting legislators know why credit unions should retain their tax-exempt status.
4. World Council of Credit Unions involvement – whenever requested, our credit union hosts credit union representatives from other states and countries, promoting mutual education opportunities.
5. Small credit union assistance – Our management staff provides assistance and mentoring for managers of small credit unions as requested.
6. Shared branching – we participate in the state-wide credit union shared branch organization. We are also part of the national shared branching network. We function as a shared branch outlet in four of our locations.

7. Alliance One Network - we provide our members access to surcharge-free ATMs nationwide through the network.
8. Continuing education for staff - Dane County Credit Union helps pay for post-high school education so that employees may further their careers in the credit union movement.
9. Wisconsin Credit Union League's Real Solutions program - an initiative developed by the Filene Research Institute that aims to help credit unions develop or improve services that combat predatory financial practices, such as high-cost payday lending and refund anticipation loans.
10. Madison Horizons Rotary Club - a local service organization that credit union representatives participate in
11. Community Shredding Events – offered to the community in combination with our annual food drive.

Section 6 – Public Service / Corporate Citizenship

Through direct financial support or other contributions to worthwhile local organizations, and by participating in public service activities, Dane County Credit Union strives to be an active partner in our community. We recognize that practicing good corporate citizenship supports the credit union philosophy of People Helping People; furthermore, it will help raise the overall level of social and economic well being of those in our community, help to strengthen ties within the community, and better position us to reach out and serve – as only credit unions can – those people in greatest need of affordable financial services.

Our Community Involvement Policy sets corporate guidelines for any type of community involvement that is supported by Dane County Credit Union. Procedures for requesting and granting donations, sponsorships, and other fundraising are outlined in the policy. It includes an employee volunteer program which encourages staff to participate at organizations in our community.

In order to make the biggest impact on our community, DCCU has narrowed our focus of our community involvement. The Road Home, a non-profit organization that finds solutions for homeless families, has been the center of most of our efforts since 2011.

Community / Field of Membership Groups Currently Receiving Financial or Other Support and Public Service Activities:

1. United Way and Community Shares campaigns
2. United Way Day of Caring
3. Rotary
4. March of Dimes
5. Umoja
6. Business Volunteer Network
7. Dane County Sheriff's K-9 Unit
8. Dane County Motor Unit
9. United Way Youth Centers
10. Town of Madison Fire Department
11. Community Action Coalition
12. Community Living Connection
13. United Way Teen Gift Drive

14. Meals on Wheels
15. Wisconsin Alliance of Artists and Craftspeople
16. Town of Madison Shop with a Cop
17. Logan's Heart and Smiles
18. Meadowood Neighborhood
19. Meadowood Library
20. Carpenter-Ridgeway Neighborhood
21. The Road Home
22. Eastside Community Center
23. National Credit Union Foundation
24. Madison Coalition of the Elderly
25. Project Home – Paint-a-thon
26. Gilda's Club