

Conversations on Servicing Youth Members

March 21, 2024

Conversations on 

CU*Answers Collaboration Groups

Agenda

- Guest Speaker from ELCA Credit Union
 - ❖ *Greg Truex will be joining us to discuss their recent opportunity and will spur some conversations for the group.*
- CU*BASE Configurations/Options for Youth Members
 - ❖ *What options are CUs currently using in CU*BASE to attract and retain youth members? And/or to market to youth members?*
- Guest Speaker from TBA Credit Union
 - ❖ *Caroline Malocha will be joining us to discuss their strategies related to Youth Accounts*
- Popular IRSC Configurations for Youth members?
- What else is on your mind?

ELCA FEDERAL CREDIT UNION

- Based on a recent conversation, ELCA Credit Union is researching options regarding an upcoming youth event.
- Let's hear from Greg on any details he could share with us regarding the opportunity and what research they have been performing.

CU*BASE Considerations for Attracting, Retaining, and Managing/Reviewing Youth Members

- CU*BASE Deposit Product Configurations
- CU*BASE Marketing Clubs
- CU*BASE Qualified Dividends
- CU*BASE Debit Card Round-Up
- CU*BASE Fee Waivers by Age
- CU*BASE Patronage Comparison
- CU*BASE List Generator
- Member Retention by Age Groups

CU*BASE Deposit Product Configurations

For example, configuring a separate checking product from your traditional consumer/retail product that has additional fee waivers/benefits.

*Products in CU*BASE can use the same suffix/account type range which would allow youth account holders to transition to another product.*

Session 0 CU*BASE GOLD - ABC CREDIT UNION

File Edit Tools Help

Current Portfolio - Shares Budget Group as of 4/30/2019

Budget Group 15 SHARES # GL Acct 61

GL Acct	Apl Typ	Div Apl	Description	Split Rate	Qual	# Share	# Mbrs	Avg Bal / Accts	Current Balance
901.00	SH	SH	REGULAR SAVINGS	Y		51,271	51,271	1,553	79,651,295
901.10	SH	BS	BUSINESS/ORGANIZATIONAL SAVING	Y		2,469	2,469	3,023	7,464,092
901.11	SH	BW	BUSINESS WEALTH BUILDER	Y		253	253	76,603	19,380,604
901.12	SH	FI	FICA - FEDERALLY INSURED CASH			5	5	819,404	4,097,023
901.59	TX	EE	EVERHOME ESCROW SHARES			16	16	642	10,275
901.60	TX	FM	FREDDIE MAC ESCROW SHARES			19	18	182	3,474
901.61	TX	FB	ESCROW - IN HOUSE LOANS			44	44	754	33,198
901.63	TX	FC	FCU REQUIRED ESCROW SHARES			1,069	1,069	795	850,832
901.64	TX	FA	FANNIE MAE ESCROW SHARES			1,898	1,873	653	1,239,440
901.78	SH	SW	SAVE TO WIN SAVINGS ACCOUNT			116	116	1,161	134,685
902.00	SD	CK	REGULAR CHECKING			3,077	3,030	35,308	108,643,885
902.01	SD	IP	INTEREST PLUS CHECKING			6,114	5,995	2,764	16,900,826
902.02	SD	FE	SAFE N EASY CHECKING			6,328	6,235	1,819	11,513,752
902.03	SD	MY	MY WAY SPENDING ACCOUNT			50	50	568	28,400
902.05	SD	HS	HOME SWEET HOME CHECKING			50	50	1,916	95,808
902.07	SD	HC	HOMETOWN CHECKING			142	142	13,837	1,964,867
902.08	SD	PC	PREMIER CHECKING			183	183	26,758	4,896,883
Totals						101,270	100,305	4,941	500,383,512

Export Full List | Member Connect | Web Version | View Power Line

← → ↑ || 🖨️ 🔗 ⓘ ? @ (5699) 4/30/19

CU*BASE Marketing Clubs

One of the more popular configurations as it relates to both providing benefits/fee waivers to a select group of members.

Options available include specialized fee waivers, overrides for minimum balance requirements, bill pay service charge groups, etc.

Session 0 CU*BASE GOLD - ABC TESTING CREDIT UNION

File Edit Tools Help

Club Maintenance - Share Rate Benefits CHANGE

Club BPG BENEFITS PLUS GOLD

Apply configured rate benefits to accounts opened between 00000000 and 99999999 [MMDDYYYY]

Current Share Dividend Types						
Div Apl	Description	Base Rate	Override Min Balance	DivApl Min Balance Override	Benefit Rate Deviation	Min Balance to Earn Benefit
BC	BUSINESS CLUB	.10	<input type="checkbox"/>	0.00	0.000	0.00
BE	BUSINESS ESCROW	.00	<input type="checkbox"/>	0.00	0.000	0.00
BS	BUSINESS/ORG SAVINGS	.10	<input type="checkbox"/>	0.00	0.000	0.00
BU	BUSINESS CHECKING	.00	<input type="checkbox"/>	0.00	0.000	0.00
CC	CHRISTMAS CLUB	2.00	<input type="checkbox"/>	0.00	0.000	0.00
CK	REGULAR CHECKING	.00	<input type="checkbox"/>	0.00	0.000	0.00
EC	ESCROW	.02	<input type="checkbox"/>	0.00	0.000	0.00
ED	COVERDELL SHARES	.10	<input type="checkbox"/>	0.00	0.000	0.00
ES	EDUCATION SAVINGS	.95	<input type="checkbox"/>	0.00	0.000	0.00
ET	ETA	.02	<input type="checkbox"/>	0.00	0.000	0.00
FA	ESCROW FANNIE MAE	.00	<input type="checkbox"/>	0.00	0.000	0.00
FC	FCU ESCROW	.00	<input type="checkbox"/>	0.00	0.000	0.00
FE	SAFE N EASY CHECKING	.00	<input type="checkbox"/>	0.00	0.000	0.00
FM	ESCROW FREDDIE MAC	.00	<input type="checkbox"/>	0.00	0.000	0.00

Skip

Rate Inquiry

FR (5051) 5/15/13

CU*BASE Qualified Dividends

Offering members the ability to earn benefits/fee waivers based on their patronage (and usage) of their checking account/debit card.

Popular with the younger generations who are interested in being rewarded based on their patronage. Reward programs are everywhere (even Taco Bell), do you have a rewards program?

Session 0 CU*BASE GOLD Edition - ABC CREDIT UNION
File Edit Tools Help

Configure Conditions for Qualified Dividends Update

Dividend application **BUSINESS CHECKING**
Transaction description if not qualified **FORFIET DIVIDENDS** (Leave blank if you do not want to generate a \$0 transaction)
 Allow members to see current status via online banking Select savings divapl to link

Apply ATM Network surcharge rebates to No members selected All members with this account Qualified members only
Apply CU ATM service charge rebates to No members selected All members with this account Qualified members only
Apply CU Card Activity rebates to No members selected All members with this account Qualified members only

Miscellaneous Conditions

Require e-statement enrollment Minimum audio response calls
 Require bill pay enrollment Minimum online banking logins

Required Activity by Delivery Channel

Description	Minimum # of Transactions	Minimum Transaction Amount	Transaction Types	Account Activity
Direct Deposit/Payroll	000	250.00	Both	All sub accounts
Debit Card Use	005	0.00	Debits	This sub account only

Change Delete View ↑ ↓

Add Condition

← → ↑ || 🖨️ 🔗 ⓘ ? @ FR (3789) 5/16/18

CU*BASE Debit Card Round Up

Offering members the ability to save money based on traditional debit card usage.

Popular with younger generations of members wishing to create an automated savings plan. Some CUs have been very successful in advertising automated savings efforts in conjunction with a Vacation Club savings or Holiday Club savings.

The screenshot shows a web application window titled "Session 0 - ABC CREDIT UNION". The main heading is "Configure Debit Card Round Up". The interface includes the following fields and options:

- Dividend application: **CK REGULAR CHECKING**
- Round up to nearest: **1.00**
- Transactions to be included in the round up calculations:
 - Debit card signature-based purchases
 - Debit card PIN-based POS transactions
- Accounts eligible to receive transfers: **Select 13 selected**
- Transaction description for round-up transfers: **DEBIT ROUND UP**
- Post partial transfers
- Allow Debit Card Round Up to be activated in online banking

At the bottom of the window, there is a "Sales Info" tab and a navigation bar with icons for back, forward, up, pause, print, link, info, help, and search. The footer text reads "FR (3784) 11/23/22".

CU*BASE Fee Considerations

*Most fee/service charge configurations within CU*BASE have a configuration for age.*

It may be worthwhile to inventory which fees on your fee schedule can currently be assessed to youth members/minors and determining if that fits your vision.

The screenshot displays the 'Printed Statement Styles Available to Members' configuration window in CU*BASE GOLD Edition. The window title is 'Session 0 CU*BASE GOLD Edition - ABC CREDIT UNION'. The interface includes a menu bar (File, Edit, Tools, Help) and a 'CHANGE' button in the top right corner.

Configuration options include:

- Activate printed statement styles/fees
- Show in online banking
- Corp ID: 1
- Fee income G/L account: 151.00
- Fee transaction description: STATEMENT STYLE FEE
- Charge fees to: Single div appl
- Fee waivers: Low age, High age 999
- Allow below available balance
- Allow negative balance
- Post to frozen account
- Waive if present: ATM card, Debit card, Credit card, OTB savings acct, OTB loan acct
- Waive if aggregate share balance is equal to or over 9,999,999.99
- Waive if aggregate loan balance is equal to or over 9,999,999.99
- Waive if combined aggregate balance is equal to or over 9,999,999.99
- Include options: SH, SD, CD, IR, TX, LN, OC

A table titled 'Styles Available to Members' lists various statement styles with their respective fees:

Avail	Def	Vendor	Code	Name	Description	Fee Amt
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sage	01	Standard	Standard layout	2.50
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sage	02	Large Print	Standard layout with larger font size	1.00
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sage	03	Black Bars	Transaction description column at right edge; black bar separators	1.00
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sage	04	Two-Column	Two side-by-side columns	1.00
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sage	05	Boxes Lines	Single transaction amount column; boxes around transaction details	1.00
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sage	06	Boxes Gray Bars	Single transaction amount column; shading on alternate rows	1.00
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ALL	99	Standard/Custom	Your credit union's custom/standard layout	0.00

At the bottom, there is a 'Sales Info' section and a navigation bar with icons for back, forward, up, down, print, link, help, and search. The status bar shows '(4254) 3/26/19'.

CU*BASE List Generator

An easy way to identify all members within a specific age range.

*Can easily identify the population of members, as well as have access to the CU*BASE Common Bonds toolkit for further analysis.*

Additional filters exist for filtering the data.

The screenshot shows the 'Member List Generator' window from the CU*BASE GOLD - ABC CREDIT UNION application. The window title is 'Session 1 CU*BASE GOLD - ABC CREDIT UNION'. The interface is divided into several sections:

- Member/Non-member Selection:** A table with columns for 'Select by', 'Include/Exclude', 'Low', and 'High'. It lists various fields for selection, such as Corp ID, Branch, Account base, User-defined fields, Department/sponsor, Employee type, Month of birthdate, Month/year of birth, Age of member, Membership open date, Date of death present, Membership open online, Membership open by, and Most recent credit score. Each field has radio buttons for 'Include', 'Exclude', and 'Does not matter', and input fields for 'Low' and 'High' values.
- Additional Filters:** Includes a checkbox for 'Any archived employee ID' and a field for 'If score was pulled in the past' (set to 6 months).
- Buttons:** An 'End Selection' button and a 'Selected' button.
- Footer:** A navigation bar with icons for back, forward, up, pause, print, link, info, help, and search, along with the text 'FR (6052) 9/09/22'.

CU*BASE Patronage Comparison Dashboard (Tool #582)

This dashboard allows you to compare/contrast two groups of members, perhaps two groups of differing age groups, to determine how those members are using the credit union.

Session 0 CU*BASE GOLD - ABC CREDIT UNION
File Edit Tools Help

Patronage Comparison Group Avg

Average Last 3 Months

OR	Origin Description	Group 1				Group 2			
		Debits	Credits	Activity	Cost Factor	Debits	Credits	Activity	Cost Factor
1	TELLER	1,038,570	2,875,741	6,215	7,768.75	470,628	1,101,721	4,767	5,958.75
2	SHARE DRAFT FROM	1,485,274	40,119	2,159	539.75	292,062	20,382	1,394	348.50
3	LOAN DEPARTMENT	176,163	80,336	89	89.00	40,122	25,832	74	74.00
4	DIRECT POSTING	2,798	101,173	1,108	831.00	2,103	104,474	1,021	765.75
7	JOURNAL ACCT TRA	59,568	55,016	765	76.50	27,074	32,713	587	58.70
8	ERROR CORRECTION	104,028	150,084	469	469.00	71,039	180,273	502	502.00
10	CERTIFICATE	277,299	277,985	122	122.00	26,569	26,836	126	126.00
11	ACH NETWORK	447,513	931,287	4,393	1,098.25	292,194	498,644	4,061	1,015.25
13	ATM NETWORK	277,285	124,843	5,553	1,388.25	185,038	101,589	4,194	1,048.50
14	STOP PAY FEE	81	0	2	2.00	23	0	0	.00
15	PHONE OPERATOR T	115,625	110,462	634	634.00	160,005	77,809	500	500.00
16	DEBIT CARD	401,182	25,894	11,786	2,946.50	277,631	19,113	8,271	2,067.75
20	CU*EASYPAY!	46	0	11	1.10	45	0	11	1.10
22	CREDIT CARD	269,772	5,163	4,790	4,790.00	158,232	4,427	3,795	3,795.00
96	AUDIO RESPONSE	446,866	433,977	2,208	110.40	251,855	226,651	2,049	102.45
99	AUTOMATIC SYSTEM	28,069	12,150	1,805	90.25	16,134	7,308	1,491	74.55
		5,130,139	5,224,230	42,109	20,956.75	2,270,754	2,427,772	32,843	16,438.30
				# Mbrs	4,447			# Mbrs	3,905

Change Filters
Avg by Group/Mbr/Trx
Show Filters in Effect

Click to compare groups for a specific origin.

FR (5447) 5107114

CU*BASE Patronage Comparison Dashboard (Tool #582)

Session 0 CU*BASE GOLD - ABC CREDIT UNION
File Edit Tools Help

Patronage Comparison Group Avg

Origin 16 DEBIT CARD

Activity (Average Last 3 Months)

Group 1		Group 2		Difference	
Members	877	Members	792	Members	85 9.7 %
Debits	401,182	Debits	277,631	Debits	123,551 30.8 %
Credits	25,894	Credits	19,113	Credits	6,781 26.2 %
Activity	11,786	Activity	8,271	Activity	3,515 29.8 %
Cost factor	2,946.50	Cost factor	2,067.75	Cost factor	878.75 29.8 %

Patronage (Annual Avg of Monthly Avg Daily Balance)

Shares	322,231	Shares	230,114	Shares	92,117 28.6 %
IRA	89	IRA	0	IRA	89 100.0 %
Checking	618,027	Checking	275,523	Checking	342,504 55.4 %
Certificates	4,939	Certificates	5,219	Certificates	280- 5.7-%
Escrow	1,429	Escrow	1,226	Escrow	203 14.2 %
Closed end loans	1,472,118	Closed end loans	948,545	Closed end loans	523,573 35.6 %
Open end loans	335,639	Open end loans	154,942	Open end loans	180,697 53.8 %
Total savings	946,715	Total savings	512,082	Total savings	434,633 45.9 %
Total loans	1,807,757	Total loans	1,103,487	Total loans	704,270 39.0 %

Change Filters | Avg by Group/Mbr/Trx | Show Filters in Effect | Common Bonds - Grp 1 | Common Bonds - Grp 2

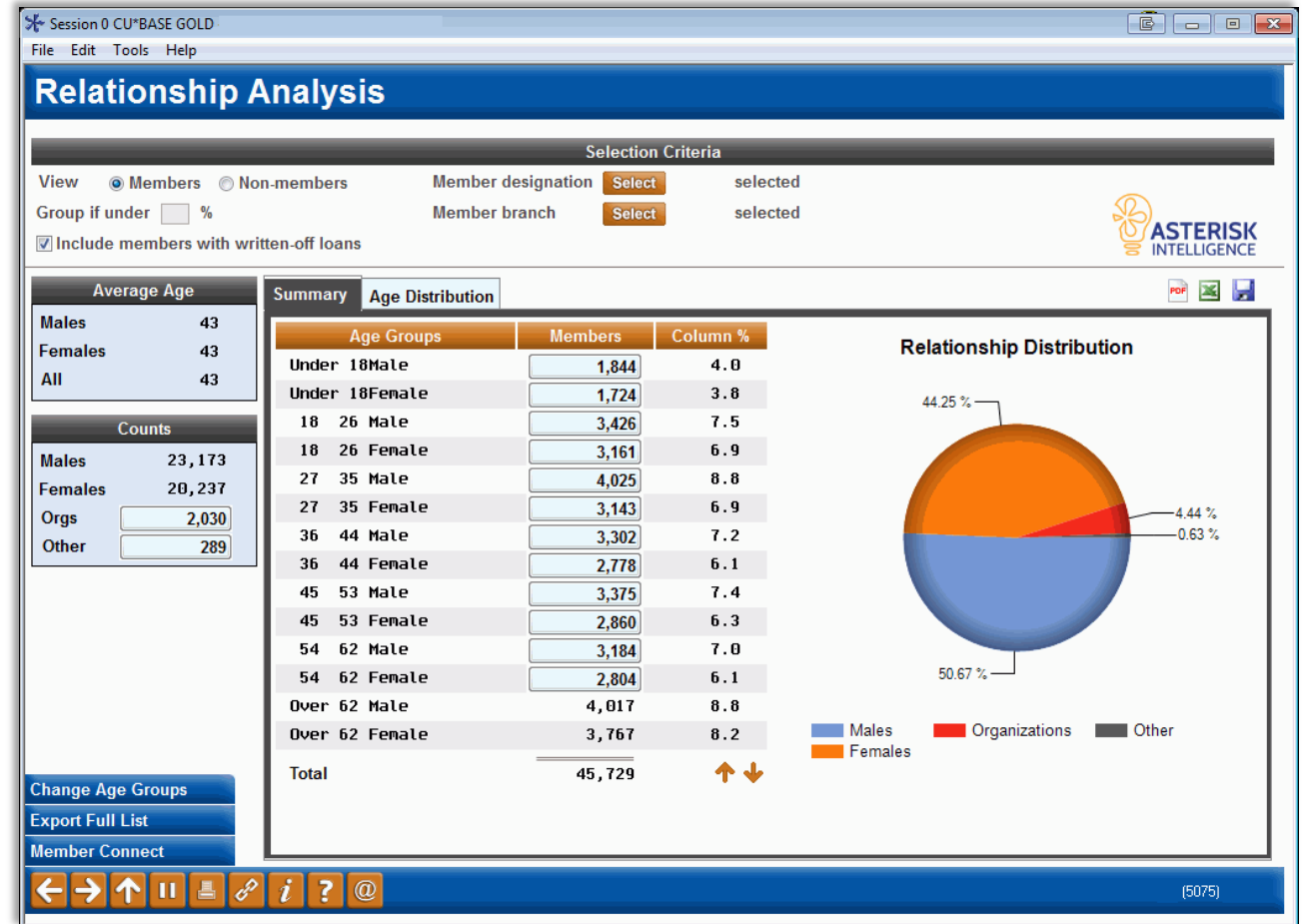
Navigation icons: back, forward, up, pause, print, link, info, help, search

FR (5449) 6/06/14

CU*BASE Relationship Analysis (Tool #752)

This dashboard presents an on-demand review of all members broken down by age. Age groups can be altered, should your CU wish to track alternative age ranges.

Detail is also available for near-members (aka non-members).



CU*BASE Channel Activity by Member Age Group (Tool #200)

This dashboard allows you to analyze what transactions are being completed by members of specific age ranges.

For example, are we seeing an increase in the number of specific transactions for a specific age range?

Session 0 CU*BASE GOLD Edition - SUCCESS CREDIT UNION

File Edit Tools Help

Channel Activity Summary Transactions

Activity date: **Jan 2018** [MMYYYY]

Branch ID: ALL BRANCHES

Channels: 01 03 15 08 11

Display percentages by: **By delivery channel**

Master type: **ALL**

ASTERISK INTELLIGENCE

PDF XLS

Summary

Age Group	Members	%	Teller Pr	%	Loan Depa	%	Phone Ope	%	Member Ad	%	ACH Proce	%
Under 11	858	2.3	441	0.6		0.0	15	0.3	2	0.0	244	0.1
11 - 15	675	1.8	357	0.5		0.0	13	0.3	6	0.1	249	0.1
16 - 20	2,360	6.2	3,174	4.1	165	5.0	147	3.2	192	3.4	3,956	2.3
21 - 25	3,365	8.9	5,226	6.8	391	11.9	394	8.6	542	9.7	11,888	6.9
26 - 50	16,402	43.4	37,069	47.9	1,800	55.0	2,207	48.0	3,280	58.5	93,325	54.2
51 - 70	10,474	27.7	23,206	30.0	770	23.5	1,287	28.0	1,241	22.1	47,879	27.8
Over 70	3,698	9.8	7,862	10.2	149	4.5	531	11.6	344	6.1	14,800	8.6
	37,832		77,335		3,275		4,594		5,607		172,341	
Total transactions			263,152									

Change Ages | Members | Export Full List | Member Connect | Member Counts | Data Sources

← → ↑ || 🖨️ 🔗 ⓘ ? @ (118)

CU*BASE Account Retention by Age Group (Tool #103)

This dashboard allows you to analyze what products are most popular within specific age groups. Additionally, how long do those products tend to be retained by members of various age groups?

Session 1 CU*BASE GOLD - TEST CREDIT UNION

File Edit Tools Help

Account Retention/Age Group Analysis Open Accounts

Branch ALL Branches Apl type 01 selected Div apl

IRAs All Only CD Share None Loan cat CD type

Calculate by Row Column Include written off loans Bus unit

Age Groups	2015	%	2014	%	2013	%	2012	%	2011	%	Total	%
Under 6 Male							1	1	3	3	4	1
Female	1	1	4	4			2	1	6	6	13	2
6 20 Male	7	6	2	2	3	4	1	1	6	6	19	3
Female	1	1	6	6	1	1	2	1	2	2	12	2
21 25 Male	6	5	4	4	3	4	3	2	2	2	18	3
Female	5	4	2	2	8	10	22	15	8	8	45	8
26 35 Male	22	18	12	13	7	9	13	9	12	12	66	12
Female	24	19	11	12	13	16	18	13	27	26	93	17
36 55 Male	9	7	13	14	12	15	25	17	8	8	67	12
Female	24	19	12	13	14	17	16	11	8	8	74	14
56 65 Male	3	2			1	1	6	4	6	6	16	3
Female	4	3	3	3	1	1	4	3	3	3	15	3
Over 65 Male			1	1			1	1	3	3	5	1
Female	3	2	6	6	5	6	4	3	3	3	21	4
Org's	14	11	11	12	7	9	16	11	4	4	52	10
Total accounts	124		94		81		144		103		546	
Average age	36.1		36.9		37.9		36.8		34.1		36.3	
Avg age males	30.9		35.3		36.1		40.1		35.6		35.6	
Avg age females	40.1		38.2		39.0		34.3		33.0		36.7	

Change Groups | Member Connect | Open/Active | Closed | Summary Stats | Summary Org/Other

Navigation icons: Back, Forward, Home, Stop, Print, Refresh, Help, Search, etc.

WU (6439) 12/07/17

CU*BASE Member Retention by Age Group (Tool #508)

This dashboard allows you to analyze the ages of members when they joined the credit union. And you can compare several years alongside each other, so you can verify if the members who joined in XXXX and their age compared to members who joined in YYYY and their age.

Session 0 CU*BASE GOLD Edition - SUCCESS CREDIT UNION
File Edit Tools Help

Membership Retention/Age Group Analysis Open Memberships

Graph by Row Column

Age Group		Year 2016		Year 2014		Year 2013		Year 2012		Year 2011		Total	
		# Mbrs	%	# Mbrs	%	# Mbrs	%	# Mbrs	%	# Mbrs	%	# Mbrs	%
Under 18	Male	370	6	289	6	222	6	205	6	210	7	1,296	6
	Female	386	6	304	6	260	7	184	6	208	7	1,296	6
18 26	Male	805	12	527	10	466	12	365	11	336	12	2,499	12
	Female	652	10	464	9	405	10	339	11	276	10	2,136	10
27 35	Male	594	9	392	8	307	8	277	9	188	7	1,758	8
	Female	452	7	324	6	275	7	196	6	173	6	1,420	7
36 44	Male	462	7	349	7	239	6	224	7	182	6	1,456	7
	Female	377	6	324	6	255	7	172	5	167	6	1,295	6
45 53	Male	412	6	321	6	286	7	223	7	194	7	1,436	7
	Female	408	6	296	6	255	7	177	6	140	5	1,276	6
54 62	Male	343	5	289	6	223	6	173	5	142	5	1,170	5
	Female	312	5	275	5	158	4	151	5	103	4	999	5
Over 62	Male	343	5	293	6	217	6	156	5	163	6	1,172	5
	Female	289	4	348	7	189	5	164	5	171	6	1,161	5
Organizations		283	4	257	5	138	4	175	6	162	6	1,015	5
Total memberships		6,488		5,052		3,895		3,181		2,815		21,431	
Average age		36.8		38.8		37.0		36.8		37.1		37.4	
Avg age males		36.7		38.2		37.5		36.5		36.8		37.2	
Avg age females		36.9		39.4		36.4		37.2		37.4		37.5	

Change Groups | Member Connect | Open/Active | Closed | Summary Stats | Summary Organizations

Navigation icons: back, forward, up, down, refresh, search, help, print, @

FR (3715) 12/04/17

TBA Credit Union



- How does your credit union process and work youth accounts?
- Let's hear from Caroline at TBA Credit Union on how they process and work youth accounts and some other marketing tips as well.

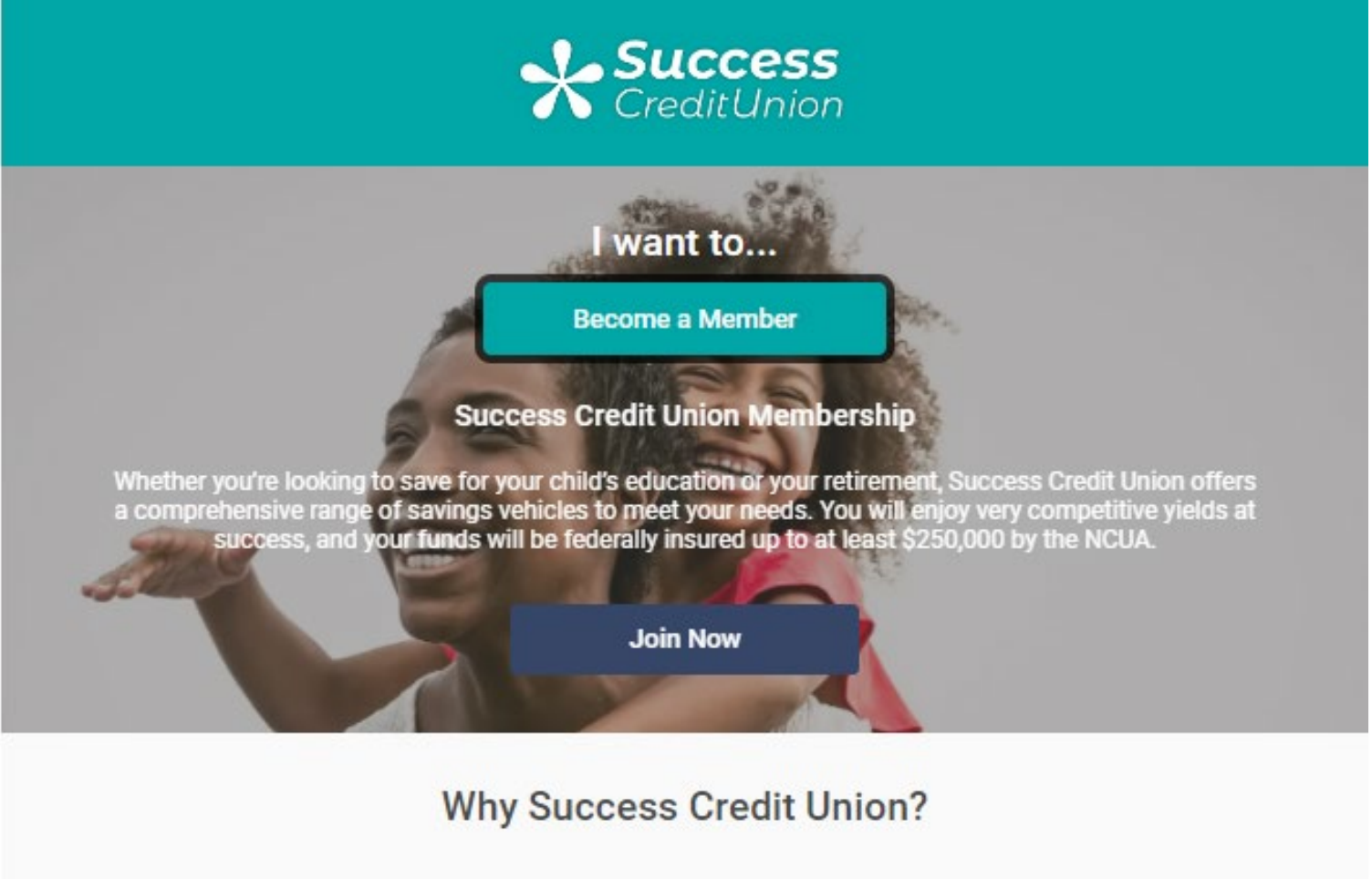
MAP/MOP

Create special promotion set using MOP Manager within CU Publisher for youth accounts and assign a unique promocode to these sites.

Promotion Info ^

Promo Code 10 max characters

Notes



Success Credit Union

I want to...

[Become a Member](#)

Success Credit Union Membership

Whether you're looking to save for your child's education or your retirement, Success Credit Union offers a comprehensive range of savings vehicles to meet your needs. You will enjoy very competitive yields at success, and your funds will be federally insured up to at least \$250,000 by the NCUA.

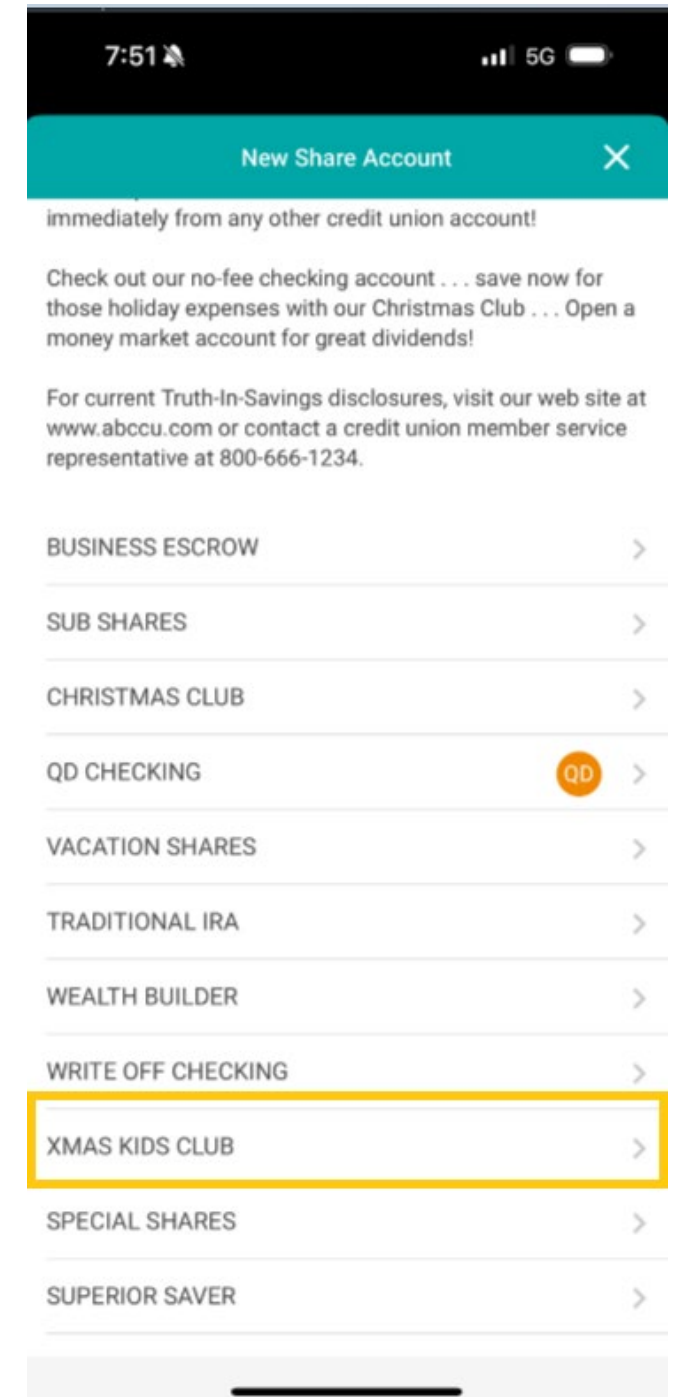
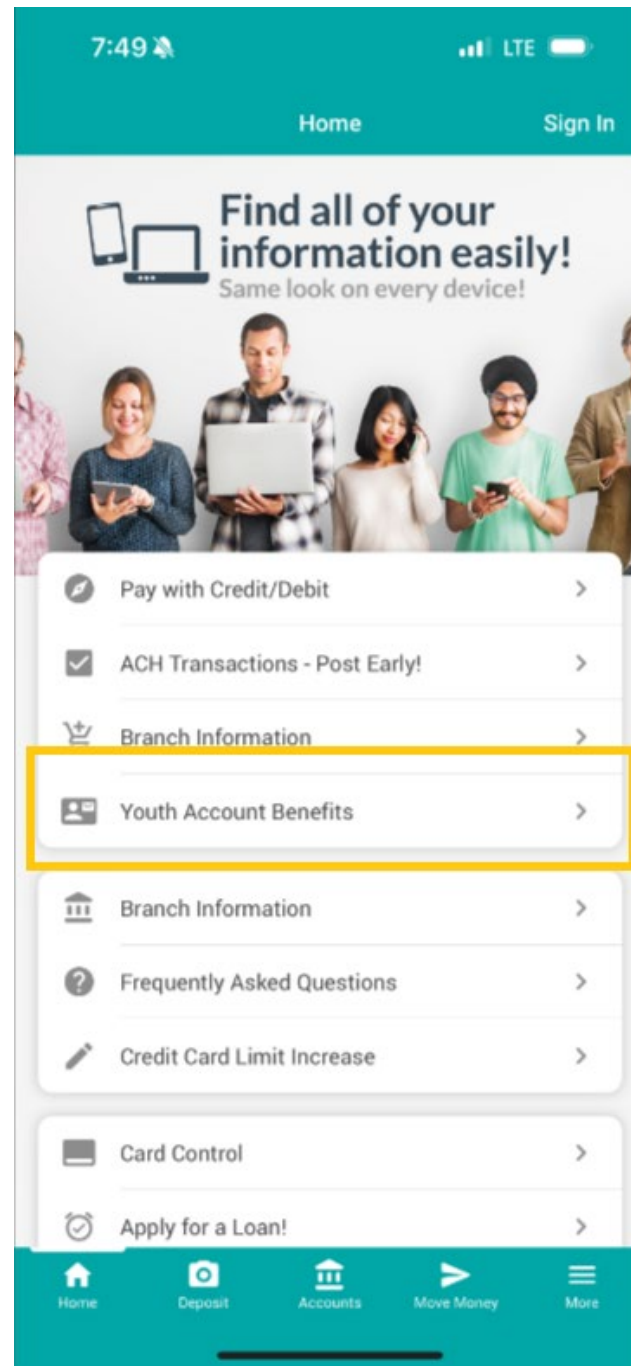
[Join Now](#)

Why Success Credit Union?

Mobile App

Does your credit union advertise the benefits of youth accounts?

Does your credit union offer products for youth accounts within online banking?



Vendors your credit union is working with for youth accounts

- Greenlight
- REGO
- Goal Setter
- Financial Literacy applications
- Who or what else?

Other Considerations

- Debit cards for youth members
- Credit Builder loans for parents that help build credit for youth members
- Debit Card Round Up Deposits to Charities
- Account Aggregation Features for Online/Mobile Banking
- Investifi
- 1-Click Loans

What else should we be thinking about?

Conversations on*

CU*Answers Collaboration Groups