



Strategic Ideas for Credit Union Board Agendas

In addition to the regular communication that occurs at each Board meeting, we share the following topics which may be of interest for discussion and educational sessions at your Board meetings. We suggest you solicit feedback from all Board members on additional items that could be added to this list and then review the complete list as a group to determine the priority in which these discussions could take place. Then, use the outcome of your discussions to help frame your Board meeting agendas moving forward.

Strategic Discussion Items

- What would happen if our credit union was purchased by another? What is our contingency plan and how should this impact our growth and diversification strategy?
- Payment systems – the evolution of payment systems and the risk to our business
- Taxation – potential of taxation and our contingency plans
- Federal credit union structure and the impacts on growth opportunities – field of membership; state charter options; pros and cons of various charter options
- Growth – are we doing enough?
- Merger strategy – how should we utilize mergers for future growth?
- Satellite market strategy
- Future branch structure and models
- Risk tolerance – how our risk profile compares to our peers, how should we balance ROA, risk, and stewardship to our members?
- Board composition – how do we represent the membership?
- How do we leverage our culture into a competitive advantage?
- 5 year and 2 year plans
- Business development and community involvement strategy
- Competitive analysis – detailed comparison vs. peers
- Technology trends in credit unions and our plan
- Board member terms
- Trends in both Credit Unions and Banks, and potential implications to our strategy
- Recruiting and Onboarding process for new Board Members
- Dashboard – Are there other measures we should be looking at other than financial?



Educational Sessions

- Asset Liability Management – what it is and how we use it as a planning tool
- Wealth Strategies department – current status, future plans, corporate impact
- Business lending – risks and benefits, future outlook
- Net worth ratio – NCUA’s outlook and why it is important
- Current legislation – effects on our business and our members
- Secondary market – how it works, why it is important
- Internal controls and checks and balances
- Allowance for loan loss – methodology
- Charge off and recovery process
- Disaster recovery planning
- Succession planning and leadership review
- Membership growth – our initiatives and results
- Fraud – impact on our business, current issues
- Lending – portfolio management from approval to collections and experience education
- New member experience
- Member convenience and access
- Indirect lending – risk and benefits
- Measuring service quality – Net Promoter Score
- Member Assistance Program and tracking of troubled debt
- Advocacy – the importance of it for our credit union and the Credit Union industry

Required Items

- Information security – yearly
- Concentration risk – yearly
- Financial literacy – periodically
- Bank Secrecy Act training – periodically

For more information on Quantum Governance, contact us at: jennie@quantumgovernance.net.

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