

Unlocking the Value of CUES Membership

How Visions Federal Credit Union
Integrated CUES® Membership Benefits
Into Their Learning Culture.





When Derek Matts joined Endicott, New York-based Visions Federal Credit Union in early 2017 as their Organizational Development Manager, he brought 12 years of leadership development experience from The Walt Disney Company with him. With a solid background in coaching, sales and leadership development, Derek found himself going from a company with a prolific and varied mix of training and development tools to a regional credit union with two trainers who were stretched thin, serving a total of 500 employees.

Fast forward three years, Derek found that one of the biggest repositories of leadership training and individual development was already at his fingertips in Visions FCU's CUES Membership.

"CUES offers the same features and functionality of costlier learning platforms for a much lower price, which allows us to make it available to all of our now 720+ employees," said Derek. "The credit union curated content was a big bonus."

COVID Speeded Up Visions' CUES Initiative

Upstate New York was hit hard by the first wave of the COVID pandemic. Visions FCU decided to split its branch staff into two groups, which alternated working at home one week and at the branches the next. Staffers had the opportunity to take time for their professional development the weeks they worked at home—a win for everyone.

Within two weeks of the initial lockdown in March of 2020, CUES had all 250+ branch employees ready for membership, and a credit union-wide employee sign up was aggressively under way. Derek and his team set up curriculums designed to keep the staff engaged and productive while at home, and in just six weeks' time, Visions FCU employees had completed over 16,000 CUES videos or articles from many different learning paths.

"It was truly a partnership. We couldn't have rolled our programs out so quickly and effectively without the support of the CUES team."

"Not everyone wants to be a leader," said Derek. "CUES goes beyond leadership training to help employees hone their skills in everything from soft skills to personal growth benchmarks so that they will be ready when other positions and opportunities become available."



Thinking of CUES in a Whole New Way

When members think of CUES, executive meetings, face-to-face events and *Credit Union Management*™ magazine might come to mind. But Derek quickly discovered those offerings were just the tip of the iceberg. He and his team made a plan that began with leadership development, and then morphed into individual development programs and long-term succession planning. This allowed managers to pick from a list of competencies to help their employees grow and succeed within their corporate culture, while staff members were encouraged to create their own “visions” of what and where their career could take them. Executives were also given tools to help them become more effective leaders.

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Jimese Harkley, CUES Vice President of Membership, agrees.

“Visions FCU had the three most important ingredients for success in leveraging their CUES membership. They identified a purpose, they created a plan that was multiphasic, and they effectively promoted CUES value to their employees to get them excited and engaged,” she said.



All 720+ Visions FCU employees, executives and board members are now able to take advantage of components like CUESNet™, Harvard ManageMentor®, and CUES Learning Portal. This gave staff access to the tools needed for continuous learning and development.

“We couldn’t think of a better way to get our people invested in themselves than by making them responsible for their own individual development,” said Derek.

Not only did Visions FCU team members come away feeling more confident about the future

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ahead of them, managers were able to monitor the progress of their journeys and evaluate their improvements. This allowed them to share results, further sparking excitement for the possibilities CUES offered.

Six Steps to a Successful Membership Launch

3 P's – Purpose, Plan, Promote

PURPOSE

- 1 Identify a purpose to launch that ties CUES member benefits usage to the organization's talent development goals. Set expectations, goals, and success metrics early.

PLAN

- 2 Create a plan to activate usage to targeted groups such as emerging leaders, people managers, or other groups that meet frequently for leadership development.
- 3 Identify cross-departmental stakeholders to support the promotion of the new employee benefit. *(IT, marketing, and operations make a great team for this project.)*

PROMOTE

- 4 **Make a big splash!** Roll out CUES curriculums company-wide so employees can be engaged at all levels. Assign courses to the targeted group identified in your plan.
- 5 Encourage employees to build their own Individual Development Plan (IDP) with personal development milestones.
- 6 Track goals, progress, and report on individual and executive course completions and professional growth. Build incentives to reward engaged learners.

It's time to expand your credit union's potential with CUES Membership. Visit www.cues.org/Membership to get started now.

Questions? Reach out to us at membership@cues.org, or call **608.271.2664 ext. 340**. In Canada, call **604.559.4455**.

