

COMMENTS, NEXT STEPS, AND CALL TO ACTION

Comments

As we proceeded with our research we identified a similar solution which has been developed by The Cooperative Trust. The similarities between the two platforms include networking, messaging boards, mentorship program and in-person meet ups and events. Based on the feedback from user focus groups some of the features of CUdiscover that resonated with users that The Cooperative Trust may want to consider in the future are:

1. Virtual roundtables: where users can set up their own virtual roundtables with their network
2. Leadership library: where accomplished leaders can share their stories and advice to emerging leaders
3. Cross credit union job shadowing opportunities

Attracting mentors was a challenge identified by both our research and The Cooperative Trust. As such we did additional research around attracting and engaging mentors. Two key insights found are:

1. Leaders who acted as mentors enjoyed greater career progression, achieved greater monetary rewards and were more engaged at work
2. Mentors were more engaged in the mentoring process when it was done because they wanted to share their wisdom, or wanted to give back. Mentors were less engaged when they were told they need to be a mentor.

When comparing potential mentors in the credit union system versus outside the system we found some differences. Credit union leaders were more likely not to know where to start mentoring, they were less likely to say time was a barrier and finally 80 % of credit union leaders saw mentoring as a self-development opportunity compared to only 56 % for non-CU leaders.

Based on interviews and research we were able to identify three ideas to attract and engage mentors which The Cooperative Trust may want to explore. First, retiring leaders may be a group very eager to mentor as they want to give back and stay in contacted to the credit union system. Reaching out to these retiring leaders before they retire may be an effective strategy. Second, there are inexpensive mentoring management tools that can be incorporated to the platform to better match mentors, track results, and provide resources for mentors and finally share successes. Finally, it is important to market the idea of mentoring to the credit union system. This will involve developing a marketing strategy, connecting with human resource leaders across the credit union system and share successes.

How can you help?

Credit union partners: Contact your team and fellow industry colleagues to prove the value this solution can have for you and your members. With credit union interest and a cooperative mindset, we can achieve critical mass and ensure the product is brought to market in a production environment.

Development Vendors: Reach out to our team or to Filene Research Institute and work with us to help develop and enhance this product.

Next Steps

The next step is to explore if there is alignment and opportunity to combine features of CUdiscover and The Cooperative Trust. Mentoring represents a significant opportunity to engage our future credit union leaders – whichever platform is used we need to start the dialogue about mentoring and get the word out where leaders can sign up to mentor.



ABOUT FILENE

Filene Research Institute is an independent, consumer finance think and do tank. We are dedicated to scientific and thoughtful analysis about issues affecting the future of credit unions, retail banking, and cooperative finance.

Deeply embedded in the credit union tradition is an ongoing search for better ways to understand and serve credit union members. Open inquiry, the free flow of ideas, and debate are essential parts of the true democratic process. Since 1989, through Filene, leading scholars and thinkers have analyzed managerial problems, public policy questions, and consumer needs for the benefit of the credit union system. We support research, innovation, and impact that enhance the well-being of consumers and assist credit unions and other financial cooperatives in adapting to rapidly changing economic, legal, and social environments.

We're governed by an administrative board made up of credit union CEOs, the CEOs of CUNA & Affiliates and CUNA Mutual Group, and the chairman of the American Association of Credit Union Leagues (AACUL). Our research priorities are determined by a national Research Council comprised of credit union CEOs and the president/CEO of the Credit Union Executives Society.

We live by the famous words of our namesake, credit union and retail pioneer Edward A. Filene: "Progress is the constant replacing of the best there is with something still better." Together, Filene and our thousands of supporters seek progress for credit unions by challenging the status quo, thinking differently, looking outside, asking and answering tough questions, and collaborating with like-minded organizations.

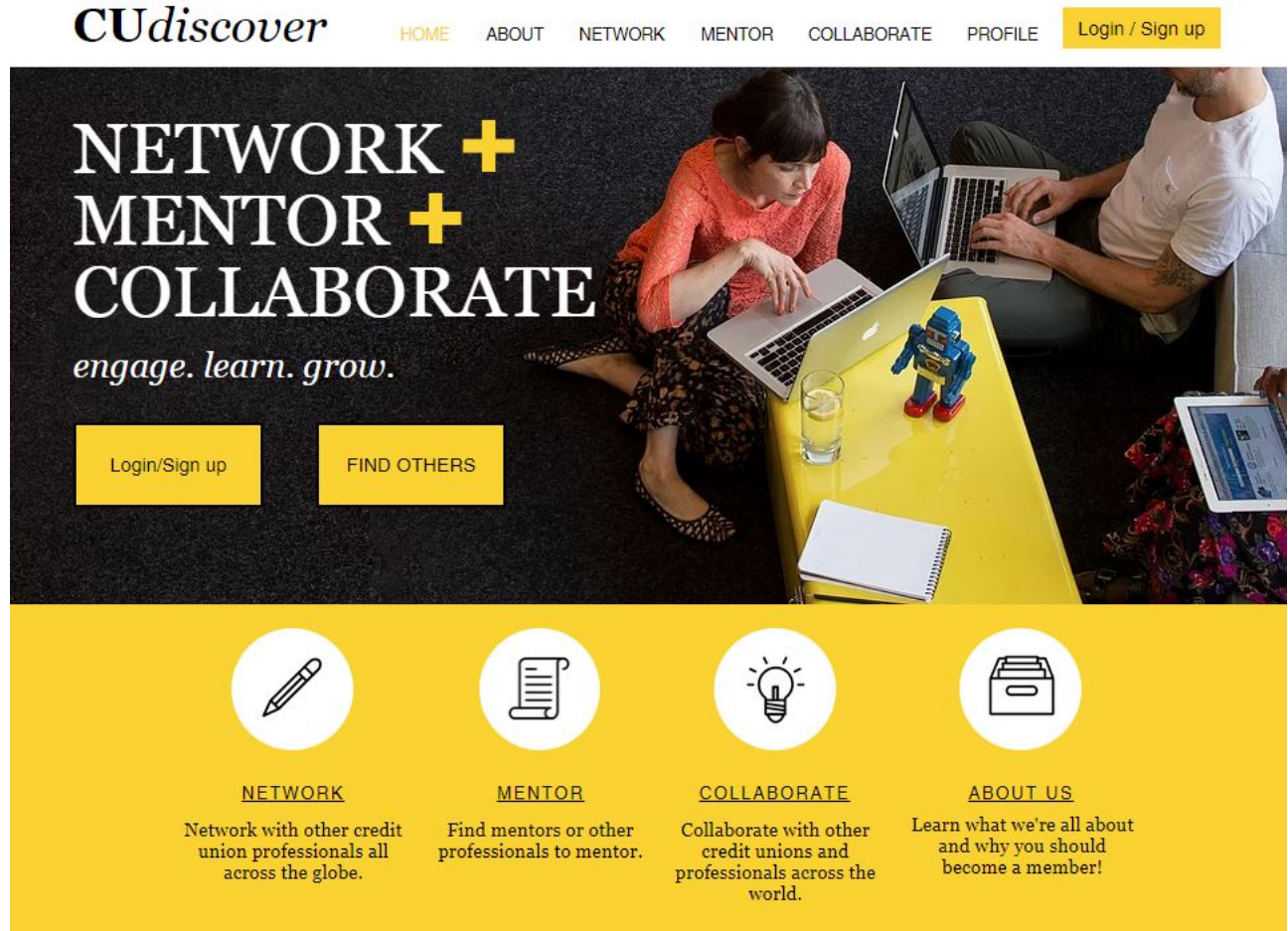
Filene is a 501(c)(3) nonprofit organization. Nearly 1,000 members make our research, innovation, and impact programs possible. Learn more at filene.org.

"Progress is the constant replacing of the best there is with something still better."

—Edward A. Filene



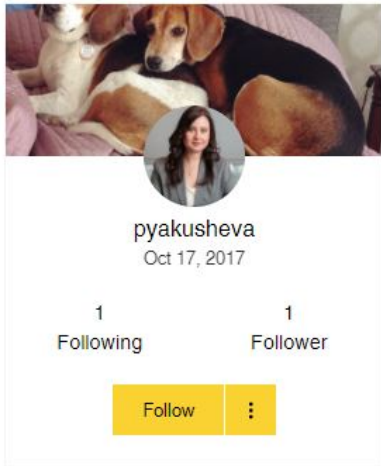
The Landing Page



The Network:



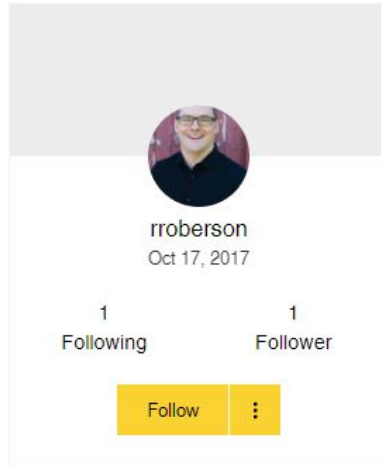
Find a member... 3 Sort by: No. of followers ▾



pyakusheva
Oct 17, 2017

1 Following 1 Follower

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rroberson
Oct 17, 2017

1 Following 1 Follower

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polinay5 🐾
Oct 17, 2017

0 Following 0 Followers

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Main Menu:

CUdiscover HOME ABOUT NETWORK MENTOR COLLABORATE PROFILE

+ CONNECT

Share, learn, inspire.

Welcome to CUdiscover

Welcome to CUdiscover

Check out our categories below and feel free to post!

General CU talk

5 views | 2 posts

Any and all credit union topics are welcome!

Leadership corner

0 views | 0 posts

A leader or aspiring to be one? Check here for the latest articles, posts, and questions!

Mentor tips and tricks

+ LEADERSHIP LIBRARY

Share and learn from other's experiences.



How I made CEO in 10 years

John Smith, CEO of ABC Credit Union
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Omnia contraria, quos etiam insanos esse vultis. Ut optime, secundum naturam affectum esse possit. Non igitur potestis voluptate omnia dirigentes aut tueri aut retinere... [Read more!](#)



Tips for young professionals

Jane Doe, CEO of DEF Credit Union
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Networking hacks

Kate Lynn, VP Marketing of 123 Credit Union
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Technology for dummies

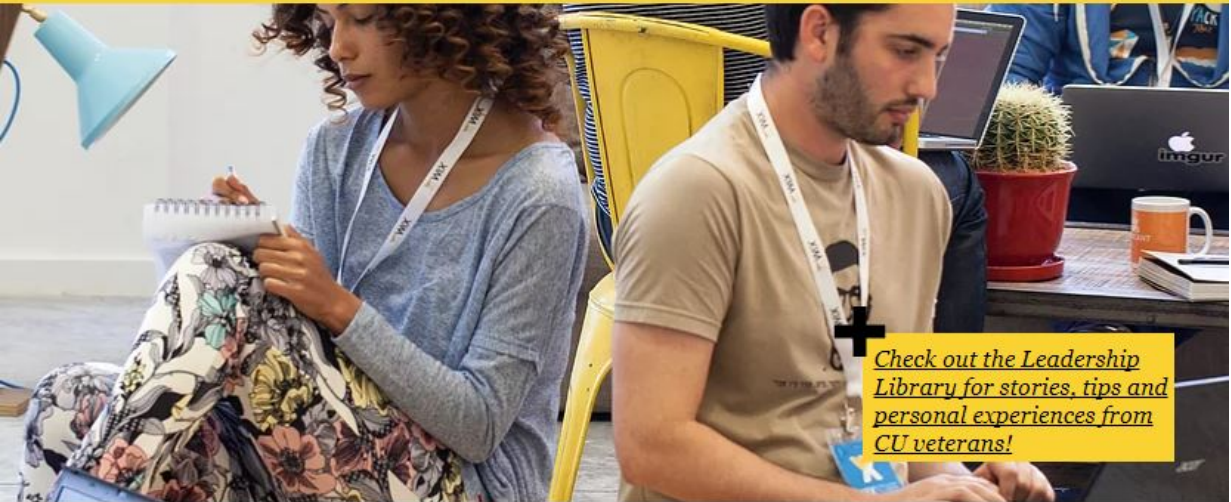
Jack Black, IT Guru of IT and Associates
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Omnia contraria, quos etiam insanos esse vultis. Ut optime, secundum naturam affectum esse possit. Non igitur potestis voluptate omnia dirigentes aut tueri aut retinere... [Read more!](#)

[Have an idea for our library? Share it here!](#)

Leadership Library
Story Submission

+ MENTOR

Teach others or learn from other professionals.



Check out the Leadership Library for stories, tips and personal experiences from CU veterans!

Looking for a mentor?

Fill out our [questionnaire](#) and we'll help match you with a mentor. Plus, look through our list of mentors to see if there's a good match. Feel free to reach out and set up a time to chat!

Fill out questionnaire

Want to mentor credit union talent?

Fill out our [questionnaire](#) and we'll help match you with a mentee looking for a mentor. Plus, look through our list of mentees to see if there's a good match. Feel free to reach out and set up a time to chat!

Fill out questionnaire

Mentors looking for talent



John Doe
Branch Manager



John Doe
Branch Manager



John Doe
Branch Manager



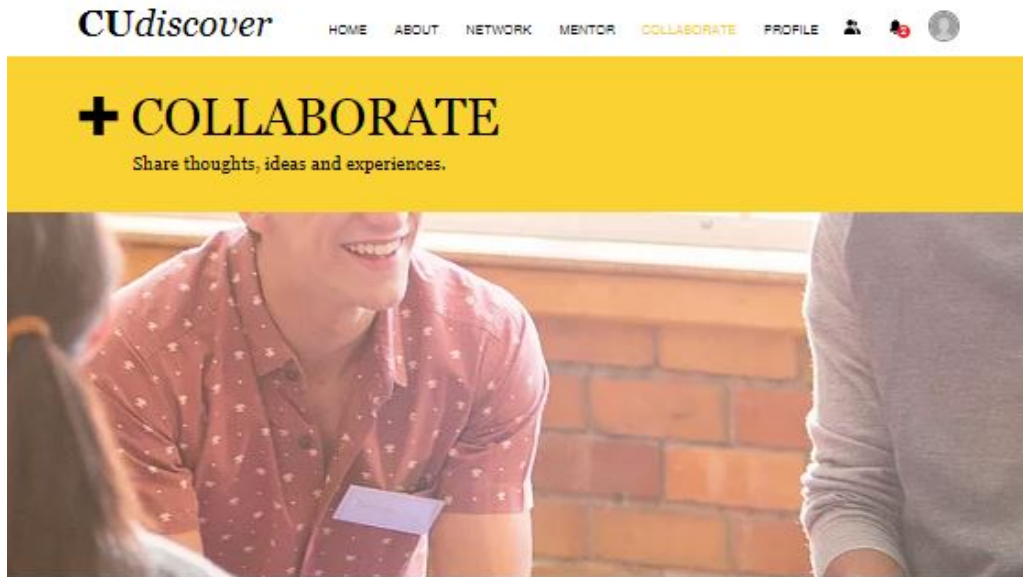
John Doe
Branch Manager



John Doe
Branch Manager



John Doe
Branch Manager



Credit unions were founded on a collaborative principle, but how often do we use it? CUdiscover wants to make sure that the cooperative philosophy is alive and well within the credit unions industry, that's why we're offering a fool proof way to collaborate across the continent, if not across the world.


There are a few different ways to use this feature:

- Set up your own roundtable for a topic you're interested in learning more about, it will get posted to this page and others can join if they find it intriguing as well!
- View demos and gather more information from vendors and on new and existing products.
- Run your own roundtable on a topic you're a pro at! Went through a core conversion? Tell us about it! Had a successful marketing campaign? Share what you did differently!

Professionals can join in person (if they are local enough), via a web conference or simply on a conference call.

Join one of the existing roundtables or set up your own! The more we collaborate, the better and stronger the credit union industry becomes.

Current roundtables



Credit Card Compliance
Today, 1pm-3pm CST
30 attendees

Join



Core conversion experience
Today, 2pm-3pm CST
25 attendees

Join



**Product updates
Presented by fiserv.**
Today, 12pm-3pm CST
30 attendees

Join



Accounting for credit unions
Today, 2pm-3pm CST
15 attendees

Join

Create your own

Set up a roundtable

Fill out the information about a roundtable you would like to start and we will notify people who meet your criteria to join!

Your Name *

Email *

Name of your roundtable *

Short description of your roundtable *

Category of your roundtable *

- Operations
- Front line
- Loans
- Marketing
- Business development
- Collections
- Call center
- Manager/supervisor
- Executive
- BCD Supervisory Committee
- Branches
- ATMs
- Accounting
- Products/Services

+ PRICING

So what do I have to do to join?



There are a couple different membership options for *CUdiscover*. Depending on if you're an individual whose employer credit union doesn't participate in *CUdiscover* or if you're a credit union looking to offer this great tool to your amazing employees.

Individual Plan

All individual plans are free of charge, however, they do have ads. Encourage your credit unions to participate in *CUdiscover* and enjoy the website without ads!

[Join Now!](#)

Credit Union Plan

Membership to *CUdiscover* is determined by the number of employees your credit union employs. Fill out the form below and one of our representatives will be in contact with you as soon as possible

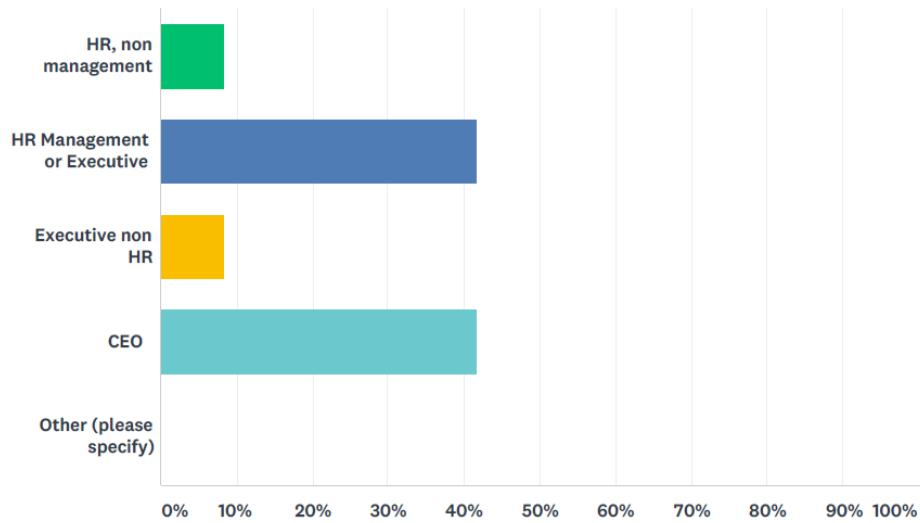
Credit Union Plan

Credit Union Name *	<input type="text" value="Credit Union name"/>
Your Name *	<input type="text" value="Firstnam"/> <input type="text" value="Lastnam"/> ⓘ
Email *	<input type="text" value="Your email"/> ⓘ
Number of Employees *	<input type="text" value="Number of employe"/>

Appendix B: CUdiscover Prototype Survey Results

Q1 Please select the answer that best describes your position

Answered: 12 Skipped: 0

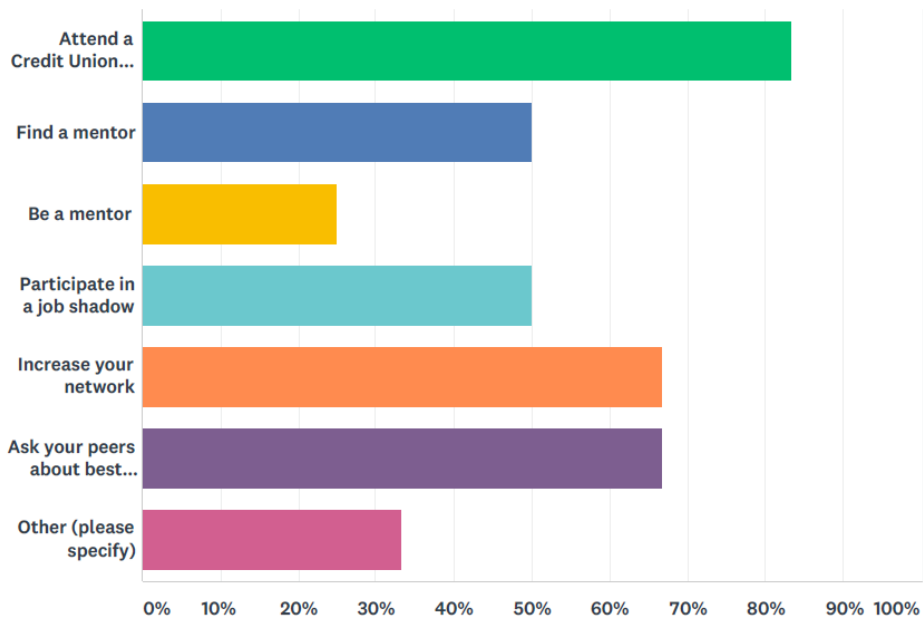


ANSWER CHOICES	RESPONSES
HR, non management	8.33% 1
HR Management or Executive	41.67% 5
Executive non HR	8.33% 1
CEO	41.67% 5
Other (please specify)	0.00% 0
TOTAL	12

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q2 What professional development opportunities have you coached employees to use in the past 6 months (select all that apply)?

Answered: 12 Skipped: 0

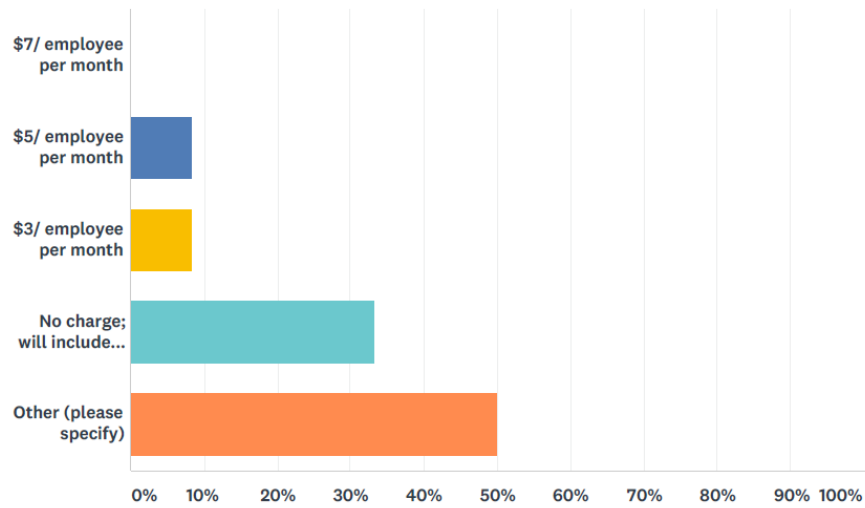


ANSWER CHOICES	RESPONSES
Attend a Credit Union specific roundtable, workshop, or conference	83.33% 1
Find a mentor	50.00%
Be a mentor	25.00%
Participate in a job shadow	50.00%
Increase your network	66.67%
Ask your peers about best practices	66.67%
Other (please specify)	33.33%
Total Respondents: 12	

#	OTHER (PLEASE SPECIFY)	DATE
1	College course work	10/4/2017 8:38 PM
2	Read articles/white papers, and discuss applicable points with coach or manager	10/2/2017 7:52 AM
3	Position specific certifications	10/2/2017 6:35 AM
4	finish college degree	9/29/2017 8:09 AM

Q4 What would you consider a reasonable price for a Credit Union to pay for this employee development benefit?

Answered: 12 Skipped: 0

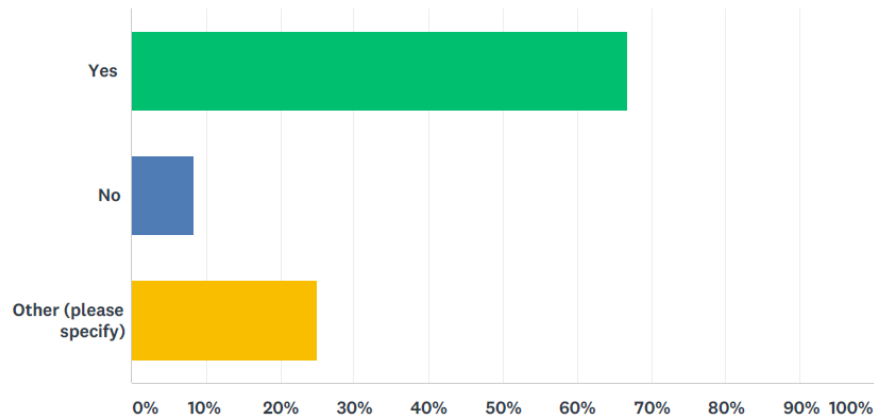


ANSWER CHOICES	RESPONSES
\$7/ employee per month	0.00% 0
\$5/ employee per month	8.33% 1
\$3/ employee per month	8.33% 1
No charge; will include vendor ads	33.33% 4
Other (please specify)	50.00% 6
TOTAL	12

#	OTHER (PLEASE SPECIFY)	DATE
1	I like the idea of advertising covering the portal cost. But if this isn't an option, then \$3 or \$5 per employee...based on those that would use and benefit.	10/12/2017 11:57 AM
2	Depends, would probably pay more as the number in the network grows.	10/12/2017 9:53 AM
3	I'm comfortable with \$7 although you could also consider pricing based upon use...the more you use the site, the less you pay	10/4/2017 8:38 PM
4	Between no charge and \$3 until we see usage	10/2/2017 7:52 AM
5	At least \$10.00 per employee per month	10/2/2017 6:35 AM
6	\$9.99....you get what you pay for and sometimes a higher price is perceived as better benefit	9/29/2017 8:09 AM

Q5 Would you consider providing employees with a paid subscription to CUengage as an employee benefit?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	66.67%	8
No	8.33%	1
Other (please specify)	25.00%	3
TOTAL		12

#	OTHER (PLEASE SPECIFY)	DATE
1	Depends on level of employee	10/12/2017 9:53 AM
2	It would depend on the price/budget constraints	10/10/2017 1:14 PM
3	Employees who have been targeted for growth within the CU and know it via an invitation to move up in the organization with a development plan to do so, but not all employees	10/2/2017 6:35 AM

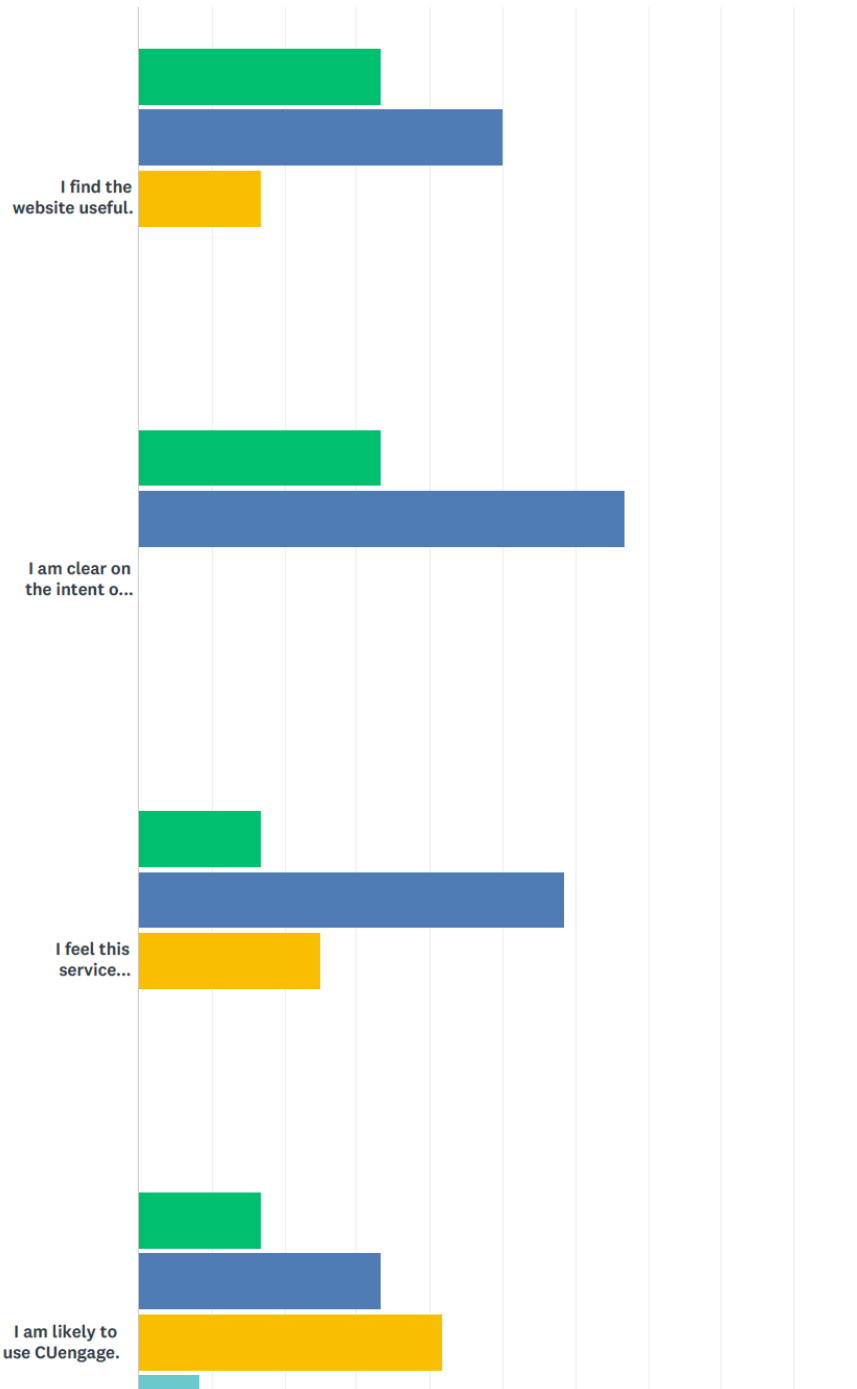
Q6 What information would you need CUengage to provide you regarding user activity to help realize a good return on your investment?

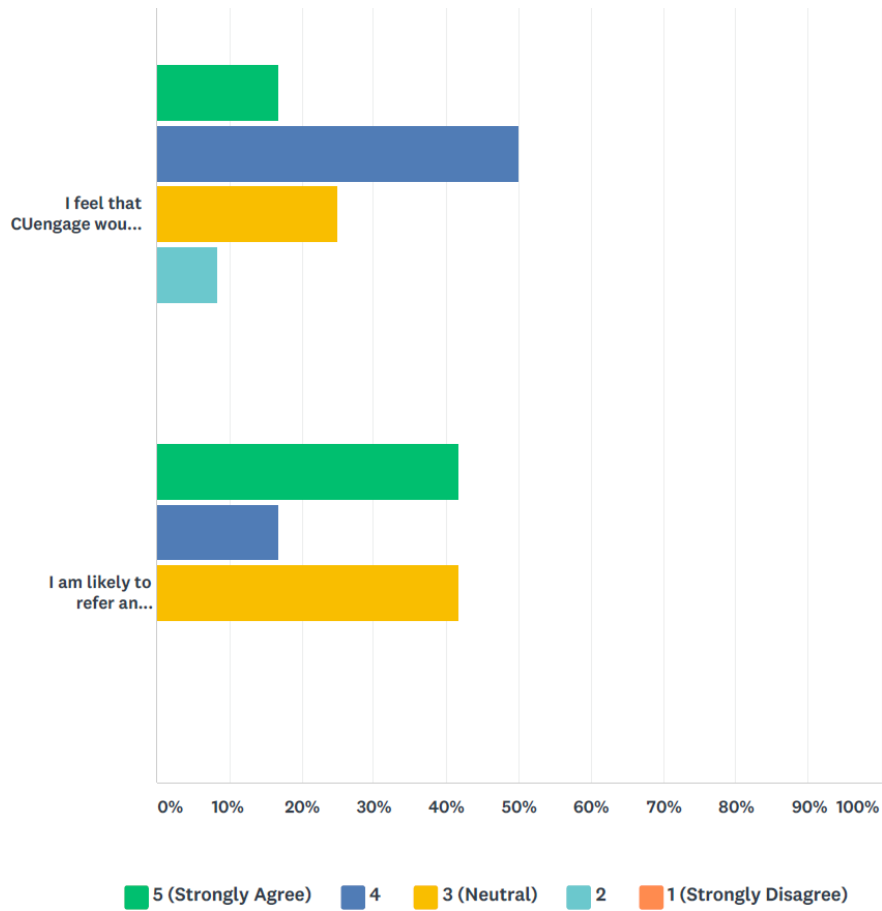
Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	leading and cutting edge resources on leadership, culture, teams, co-operatives, community etc	10/25/2017 2:34 PM
2	participation in round table, log in activity	10/12/2017 11:57 AM
3	Are my people using it, what type of overall traffic does it get, what endorsements do you have from leagues, CUNA, etc	10/12/2017 9:53 AM
4	a quarterly report with high level stats	10/10/2017 1:14 PM
5	amount and type of usage	10/4/2017 8:38 PM
6	mentor/mentee pairing; roundtables attended; if items are able to be downloaded, what was downloaded; sign in activity per month	10/2/2017 7:52 AM
7	Specific articles, experiences, etc. that my our targeted for growth employees are accessing so we can help guide them.	10/2/2017 6:35 AM
8	Analytics of usage and in what areas has the most number of visits	9/29/2017 3:10 PM
9	I would want to see the level of usage the site is getting from employees if I am paying for it	9/29/2017 11:14 AM
10	CUengage should provide data on usage and "engagement"	9/29/2017 8:09 AM
11	Monthly reporting on ee usage	9/26/2017 9:16 AM

Q7 Read each statement and select your level of agreement to that statement if 5 is strongly agree, 3 is neutral and 1 is strongly disagree.

Answered: 12 Skipped: 0





	5 (STRONGLY AGREE)	4	3 (NEUTRAL)	2	1 (STRONGLY DISAGREE)	TOTAL
I find the website useful.	33.33% 4	50.00% 6	16.67% 2	0.00% 0	0.00% 0	12
I am clear on the intent of CUengage.	33.33% 4	66.67% 8	0.00% 0	0.00% 0	0.00% 0	12
I feel this service differentiates itself amongst other networking services in the market.	16.67% 2	58.33% 7	25.00% 3	0.00% 0	0.00% 0	12
I am likely to use CUengage.	16.67% 2	33.33% 4	41.67% 5	8.33% 1	0.00% 0	12
I feel that CUengage would benefit employees professionally.	16.67% 2	50.00% 6	25.00% 3	8.33% 1	0.00% 0	12
I am likely to refer an employee to utilize the resources on CUengage.	41.67% 5	16.67% 2	41.67% 5	0.00% 0	0.00% 0	12

Q8 What suggestions do you have to improve the concept of CUengage or the website overall?

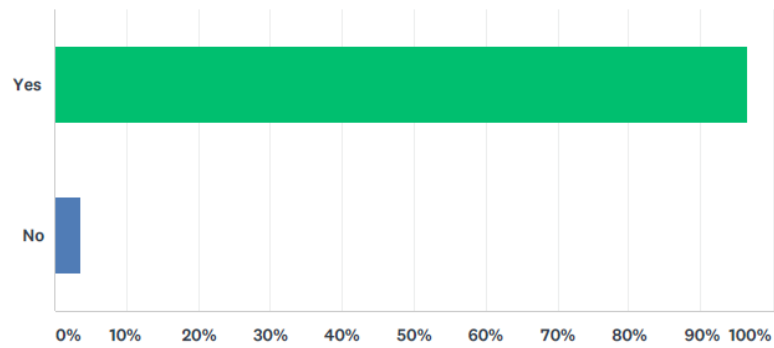
Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	Besides networking, there needs to be other draws on the site that would entice people to visit more regularly. If not top of mind as a great resource for something different, it will easily be forgotten. Some leading edge thinking around topics that would enhance employee experience within the context of co-ops and credit unions would be amazing.	10/25/2017 2:34 PM
2	A calendar of events where conferences and other events could be listed, a discussion forum section where participants could contribute to discussion forum, a news section.	10/12/2017 11:57 AM
3	I could see this replacing the clunky CUNA councils listservs if you partnered with them?	10/12/2017 9:53 AM
4	I think it was is well presented!	10/10/2017 1:14 PM
5	Be able to network by country	10/10/2017 8:13 AM
6	perhaps build a resource area, where folks could share materials	10/4/2017 8:38 PM
7	I am a reader and love to build libraries, so more content like that. Also microlearning would be a great addition, and I would consider paying more for that.	10/2/2017 7:52 AM
8	A location for thoughts/examples shared by experienced CU leaders re: specific questions posed by the young professionals using the site. Like a Q&A or on-line mentor or a BLOG chat.	10/2/2017 6:35 AM
9	Concepts presented are already in the market. Nothing pretty significant that differentiates the proposition to what is already available as source of information.	9/29/2017 3:10 PM
10	How would CUengage build awareness in the CU industry? I think it is a great idea but have concerns on how it would build momentum without incurring higher marketing costs than the business model may be able to support	9/29/2017 11:14 AM
11	Do NOT overpromise (i.e. How does this benefit me as an individual? Access to millions of credit union individuals across the world to pick their brain, learn from them, and make connections that can last a lifetime. Still not sold? How about finding a mentor that can help you with the next step in your career? Or helping another credit union that could use a little guidance. The benefits are endless and in a platform you won't find anywhere else.) Millions of professionals really?	9/29/2017 8:09 AM
12	None at this time	9/26/2017 9:16 AM

Appendix C: Mentorship Survey Results Credit Union Leaders

Q1 Are you currently or have you ever been in a leadership or management role?

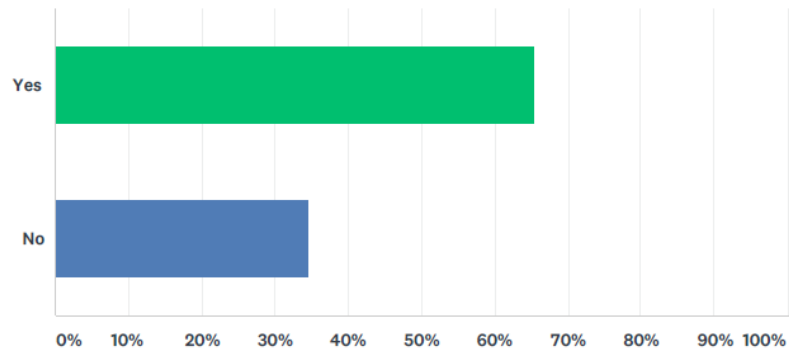
Answered: 55 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	96.36%	53
No	3.64%	2
TOTAL		55

Q2 Have you ever participated in a mentorship program either as a mentor or a mentee?

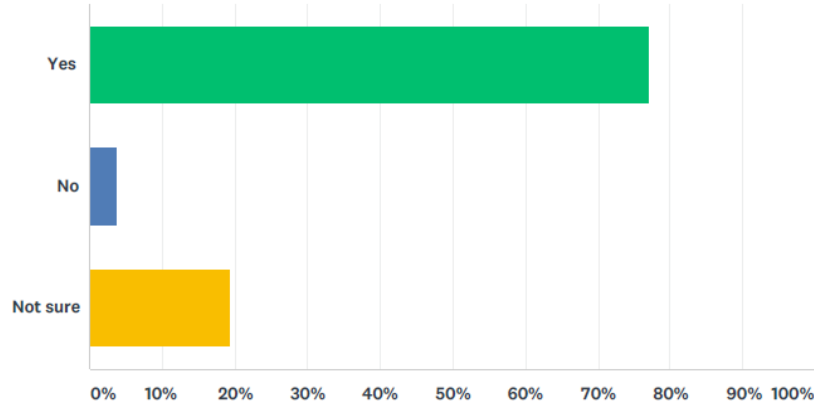
Answered: 52 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	65.38%	34
No	34.62%	18
TOTAL		52

Q3 Have you ever been or wanted to become a mentor?

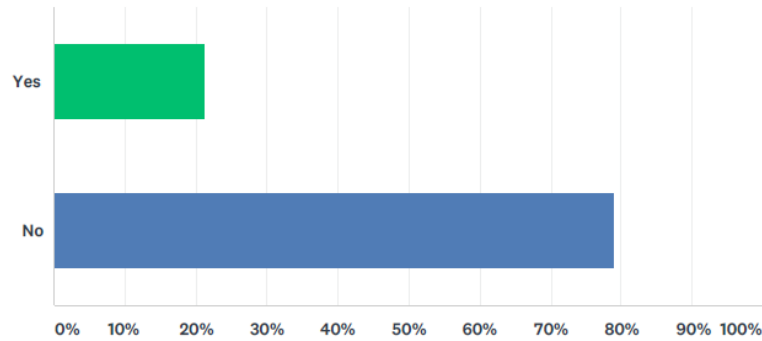
Answered: 52 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	76.92%	40
No	3.85%	2
Not sure	19.23%	10
Total Respondents: 52		

Q4 Have you ever applied to become a mentor before?

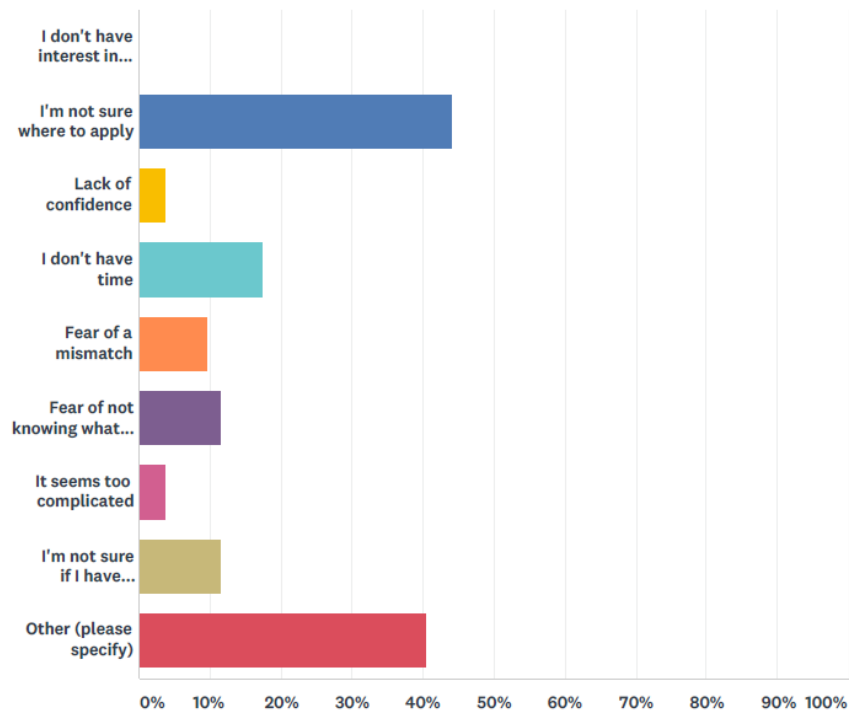
Answered: 52 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	21.15%	11
No	78.85%	41
Total Respondents: 52		

Q5 If you have not applied to become a mentor before, why is that? Select all that apply

Answered: 52 Skipped: 4



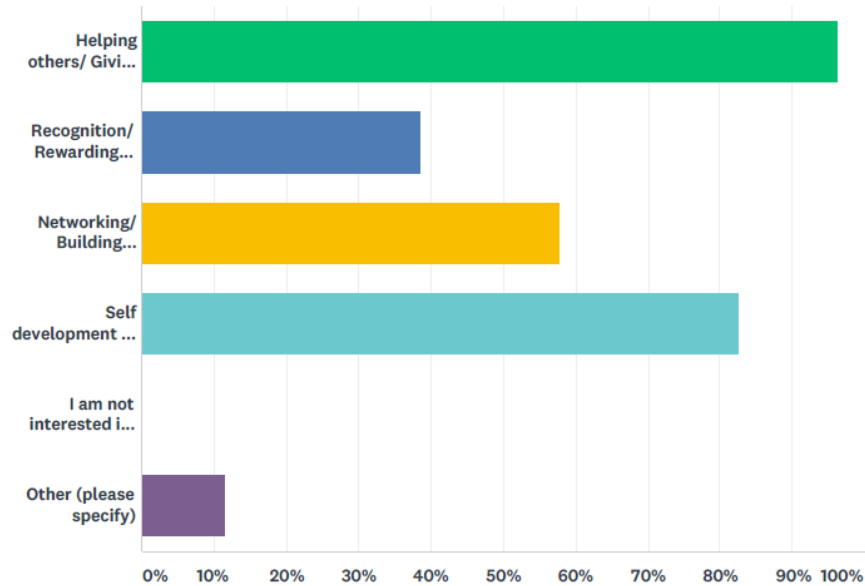
ANSWER CHOICES	RESPONSES	
I don't have interest in becoming a mentor	0.00%	0
I'm not sure where to apply	44.23%	23
Lack of confidence	3.85%	2
I don't have time	17.31%	9
Fear of a mismatch	9.62%	5
Fear of not knowing what to talk about	11.54%	6
It seems too complicated	3.85%	2
I'm not sure if I have anything to offer a mentee	11.54%	6
Other (please specify)	40.38%	21
Total Respondents: 52		

#	OTHER (PLEASE SPECIFY)	DATE
1	I am currently mentoring individuals	11/15/2017 6:16 PM

2	The first time I was asked if I would be a mentor, I was uncertain of what that would look like. I agreed to do this and realized that I did have good insight and was able provide useful ideas/suggestions.	10/26/2017 10:27 AM
3	Fear that I won't have the time to committ	10/25/2017 12:15 PM
4	Typically at our institution employees approach you if they want you to be their mentor, you don't approach people saying you could be their mentor	10/24/2017 4:29 PM
5	I marked YES on #4?	10/24/2017 4:05 PM
6	I have never applied but have been approached numerous times through my career.	10/24/2017 12:03 PM
7	I feel that I am still learning and while I do have a lot to offer, I don't think I am ready yet.	10/24/2017 10:36 AM
8	I have not had to apply for mentorship, I have been asked to be a mentor or I have reached out to a mentor.	10/24/2017 9:58 AM
9	I was able to suggest, create, select the mentoring opportunities in both current and previous employment; I did not have to apply as these were offered internally.	10/24/2017 9:55 AM
10	N/A	10/24/2017 8:25 AM
11	I have been a mentor	10/24/2017 8:05 AM
12	I was asked to be a mentor for new and existing managers at my previous credit union	10/24/2017 7:46 AM
13	prior commitments	10/24/2017 7:46 AM
14	I have applied before	10/24/2017 7:18 AM
15	I was not selected	10/24/2017 7:09 AM
16	I have been a Mentor	10/24/2017 7:07 AM
17	I didn't know of application processes like this existing. I know I have a lot to offer someone in a relationship like this, but I haven't known where to go.	10/24/2017 7:06 AM
18	I have applied- question does not apply but is required to answer	10/24/2017 6:45 AM
19	I didn't apply the first time, I was asked by someone outside of an organized setting	10/24/2017 6:25 AM
20	I have been sought out to mentor others. They've come ot me directly.	10/24/2017 6:11 AM
21	lack of programs pairing mentors/mentees	10/23/2017 8:11 AM

Q6 Why might you want to become a mentor? Select all that apply.

Answered: 52 Skipped: 4

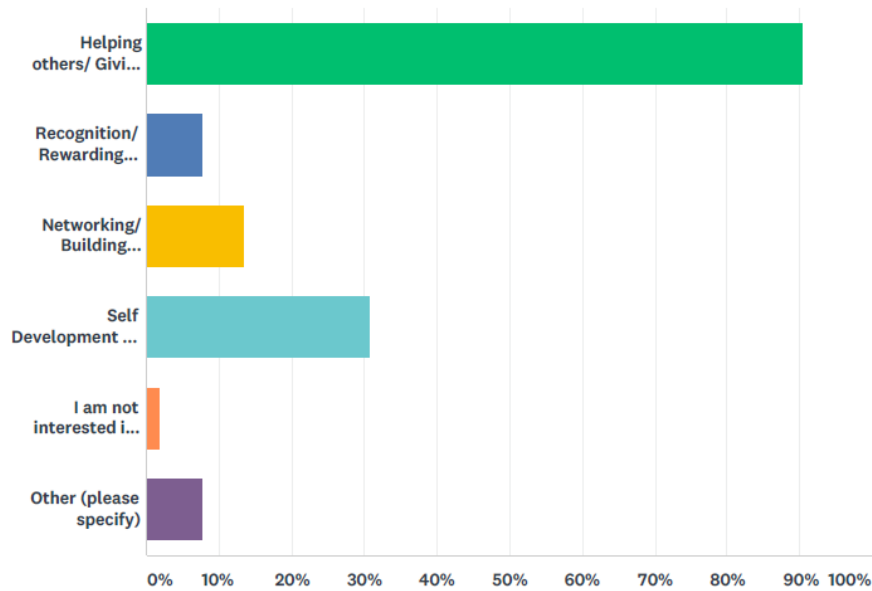


ANSWER CHOICES	RESPONSES
Helping others/ Giving back	96.15% 50
Recognition/ Rewarding experience	38.46% 20
Networking/ Building relationships	57.69% 30
Self development and growth opportunity	82.69% 43
I am not interested in becoming a mentor	0.00% 0
Other (please specify)	11.54% 6
Total Respondents: 52	

#	OTHER (PLEASE SPECIFY)	DATE
1	There are so many reasons to be a mentor. Being able to share knowledge and help others to be successful is a big part of why I love my job. This is another way to do that. It is also a learning opportunity for the mentor. A mentor has to dig into their tool box, apply the 7 habits and really seek to understand as well as listen. For me it is a way to step out of my comfort zone and sharpen my saw.	10/26/2017 10:27 AM
2	Helping others succeed.	10/25/2017 11:58 AM
3	Rewarding experience	10/24/2017 10:36 AM
4	In at least one case, I exchanged mentoring in the broader skills of my position for the currency of the youth POV and multi-media flexibility/mastery.	10/24/2017 9:55 AM
5	Helping my company by strengthening it's employees	10/24/2017 8:22 AM
6	Seeing the potential in a mentee and wanting to help grow that	10/24/2017 6:45 AM

Q7 What is the most important reason that would motivate you to become a mentor?

Answered: 52 Skipped: 4

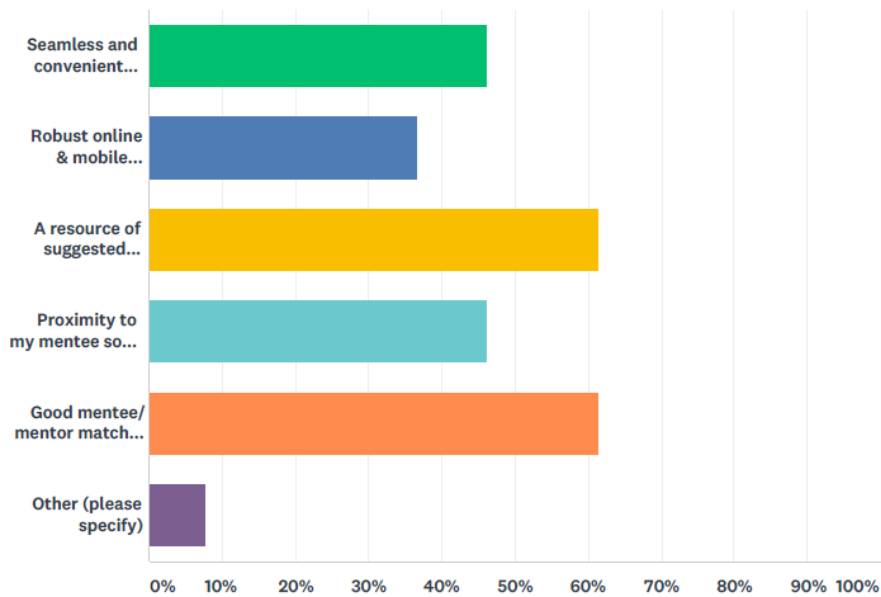


ANSWER CHOICES	RESPONSES
Helping others/ Giving back	90.38% 47
Recognition/ Rewarding experience	7.69% 4
Networking/ Building relationships	13.46% 7
Self Development and growth opportunity	30.77% 16
I am not interested in becoming a mentor	1.92% 1
Other (please specify)	7.69% 4
Total Respondents: 52	

#	OTHER (PLEASE SPECIFY)	DATE
1	Helping others to be successful is very motivating. I have heard comments such as, "You help me to want to be my best" or "Your help has set me up for success" which makes me want to do more.	10/26/2017 10:27 AM
2	Watching people grow and	10/25/2017 12:40 PM
3	My motto is Success is making others succesful.	10/25/2017 10:21 AM
4	There are focus group-related activities and/or tools that we could benefit from; sometimes there is a trade for mentoring while exchanging for this information.	10/24/2017 9:55 AM

Q8 If you decide one day to become a mentor or have already been a mentor, what could make the experience better? Select all that apply.

Answered: 52 Skipped: 4

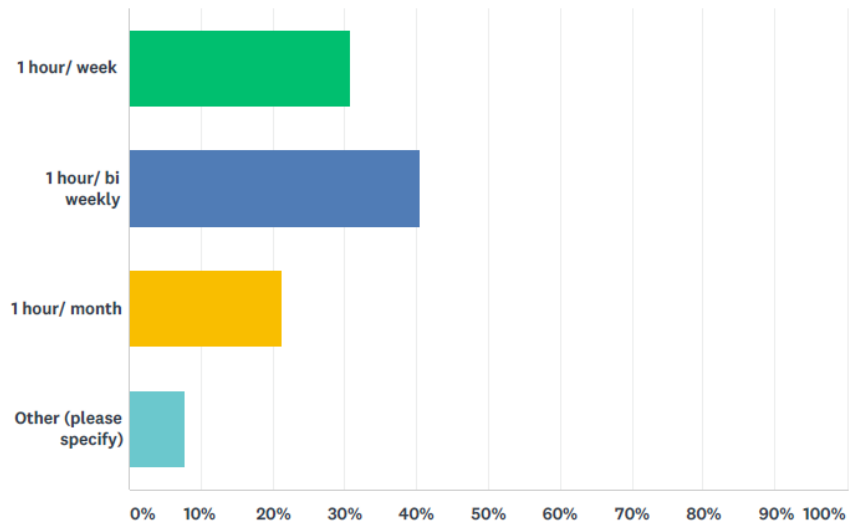


ANSWER CHOICES	RESPONSES
Seamless and convenient application process	46.15% 24
Robust online & mobile platform that would help measure results, send helpful reminders and tips and provide guidance	36.54% 19
A resource of suggested topics for discussion	61.54% 32
Proximity to my mentee so we can meet face to face	46.15% 24
Good mentee/ mentor matching system	61.54% 32
Other (please specify)	7.69% 4
Total Respondents: 52	

#	OTHER (PLEASE SPECIFY)	DATE
1	I have had the opportunity to mentor someone in a different department and a couple in the same position that I hold. I feel much more successful mentoring someone in a similar environment. Time is a big factor in being a mentor as well and it's important that when we schedule time together, that we utilize our time wisely.	10/26/2017 10:27 AM
2	A good mentoring program and session is best if not scripted and left to go where it wishes.	10/24/2017 12:03 PM
3	Online & mobile platform may cover this - It can be difficult to use internal tools with someone who is not an employee.	10/24/2017 9:55 AM
4	It has been based on their need and I have been able to respond to that.	10/24/2017 6:11 AM

Q9 What is the most amount of time you feel you would have to devote to mentoring?

Answered: 52 Skipped: 4

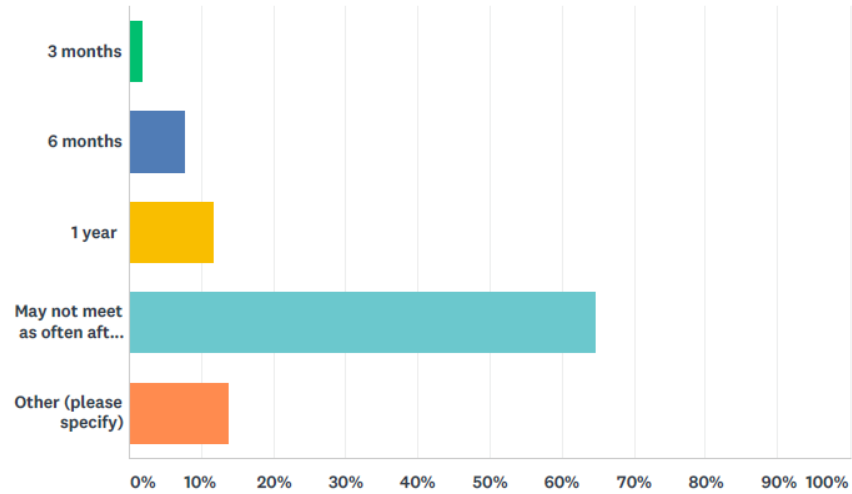


ANSWER CHOICES	RESPONSES	
1 hour/ week	30.77%	16
1 hour/ bi weekly	40.38%	21
1 hour/ month	21.15%	11
Other (please specify)	7.69%	4
TOTAL		52

#	OTHER (PLEASE SPECIFY)	DATE
1	This could vary depending on the needs. I have had 1 hour mentoring meetings and 3 day mentoring meetings. Regardless, I would need to schedule around the needs of my branch to avoid a decrease in member experience.	10/26/2017 10:27 AM
2	As needed	10/24/2017 8:25 AM
3	2-3 hours / week	10/24/2017 7:06 AM
4	As needed and befitting of both schedules.	10/24/2017 6:11 AM

Q10 How long do you believe a mentor/ mentee relationship should last?

Answered: 51 Skipped: 5

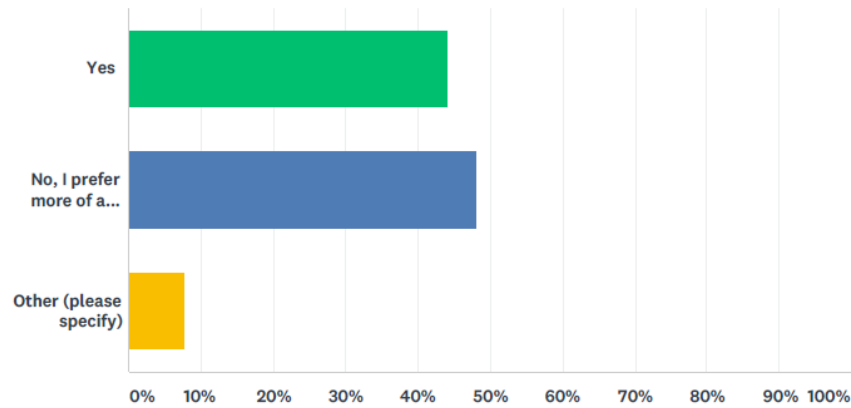


ANSWER CHOICES	RESPONSES
3 months	1.96% 1
6 months	7.84% 4
1 year	11.76% 6
May not meet as often after the first year, however the relationship could be ongoing thereafter	64.71% 33
Other (please specify)	13.73% 7
TOTAL	51

#	OTHER (PLEASE SPECIFY)	DATE
1	Technically 1 year, however would love to be a mentor my mentee is comfortable contacting years down the road	10/25/2017 12:40 PM
2	I think it should be up to the Mentee	10/24/2017 4:29 PM
3	I believe this would depend on the Mentee/Mentor relationship	10/24/2017 1:37 PM
4	I feel the relationship should be ongoing. The mentee should always feel they could come to their mentor for support.	10/24/2017 8:25 AM
5	2-3 years	10/24/2017 7:18 AM
6	I imagine each situation would be completely unique in this regard. A lot would depend on what the mentee needs and the scope of what they are trying to accomplish.	10/24/2017 7:06 AM
7	Unsure. I think every mento/mentee relationship could be different.	10/24/2017 6:21 AM

Q11 Would you be willing to mentor a small group of professionals versus a single person?

Answered: 52 Skipped: 4

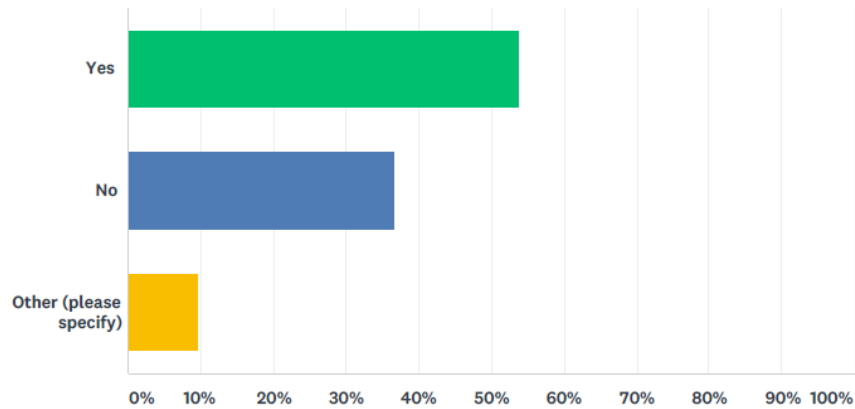


ANSWER CHOICES	RESPONSES
Yes	44.23% 23
No, I prefer more of a one-on-one mentor/ mentee experience	48.08% 25
Other (please specify)	7.69% 4
TOTAL	52

#	OTHER (PLEASE SPECIFY)	DATE
1	I would like the challenge of mentoring a small group as well! I enjoy helping teams with team building.	10/26/2017 10:27 AM
2	Either would be great!	10/25/2017 12:40 PM
3	As long as some one on one time was also available	10/24/2017 6:45 AM
4	Either one is fine	10/24/2017 6:11 AM

Q12 Would you be willing to mentor a small credit union?

Answered: 52 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	53.85%	28
No	36.54%	19
Other (please specify)	9.62%	5
TOTAL		52

#	OTHER (PLEASE SPECIFY)	DATE
1	I would be interested in hearing more about this!	10/26/2017 10:27 AM
2	Right opportunity presents itself	10/25/2017 5:03 PM
3	It depends on what items they wanted to be mentored on.	10/24/2017 4:29 PM
4	Possibly, if I was in a role in my cu where I could do that.	10/24/2017 10:05 AM
5	Not sure I have the skill set to do this	10/24/2017 8:29 AM

Q13 What other thoughts would you like to share with us regarding participating in a mentorship program?

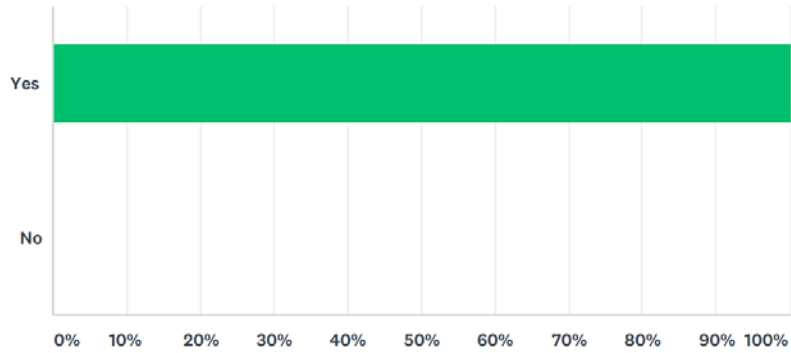
Answered: 15 Skipped: 41

#	RESPONSES	DATE
1	If I were to do more then what I am currently doing, I would like to meet with someone that is a seasoned mentor to see what I can learn from them to be a better mentor. I take this seriously and would want to be 100% confident that I'm providing the best I can.	10/26/2017 10:27 AM
2	I believe a mentorship program that is ran well and connects individual in the work force can be greatly beneficial for both parties involved. I have had several mentors in my career. Being involved as a mentee was one of the most beneficial experiences for my career development.	10/25/2017 5:03 PM
3	I would love to be participate in a program like this.	10/25/2017 12:40 PM
4	Good or great mentoring is a great opportunity for all involved to gain valauble insight.	10/24/2017 12:03 PM
5	I think this should be opened to all employees and encouraged my management. It would be great if employees recognize the importance of mentor programs and took time to participate.	10/24/2017 10:36 AM
6	Having a guideline set up to apply, and or a list of available people to discuss with, would be helpful. Not ever directly recall having a mentor personally, I would like to know a little more of the expectations or desired results.	10/24/2017 8:29 AM
7	A mentorship program is great for developing and coaching other people. I believe that we learn from everyone we meet and we should pass it on when we can.	10/24/2017 8:25 AM
8	Personally was informally mentored by my last boss, best experience ever. She stretched me and I gained knowledge and confidence doing things I never knew I could do and do well	10/24/2017 8:22 AM
9	It is a valuable program!!!	10/24/2017 8:04 AM
10	powerful tool if done right	10/24/2017 7:46 AM
11	I feel more resources being available to those who would like to mentor but are unsure of themselves or the process	10/24/2017 7:39 AM
12	Structure needs to be flexible.	10/24/2017 7:38 AM
13	This is Daniel Ivy and I am not only extremely interested in joining a program like this to become a mentor, but I am also seeking a mentor to work with.	10/24/2017 7:06 AM
14	It cannot be a requirement for the mentee, the participation is not the same	10/24/2017 6:45 AM
15	I have been a mentor and a mentee and learned a lot and have built strong relationships	10/24/2017 6:25 AM

Appendix D: Mentorship Survey Results Credit Union Leaders

Q1 Are you currently or have you ever been in a leadership or management role?

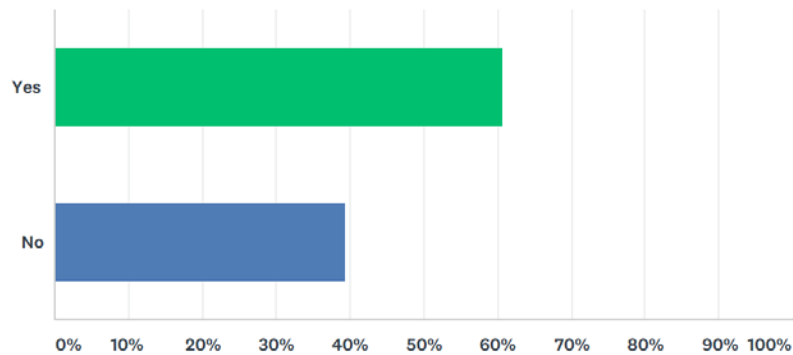
Answered: 107 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	107
No	0.00%	0
TOTAL		107

Q2 Have you ever participated in a mentorship program either as a mentor or a mentee?

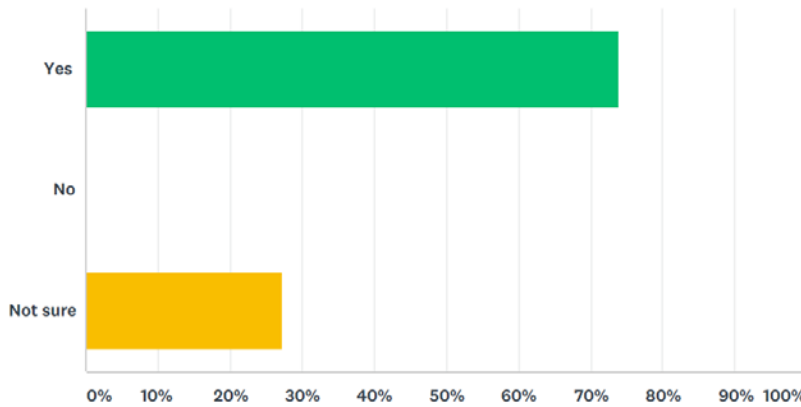
Answered: 107 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	60.75%	65
No	39.25%	42
TOTAL		107

Q3 Have you ever been or wanted to become a mentor?

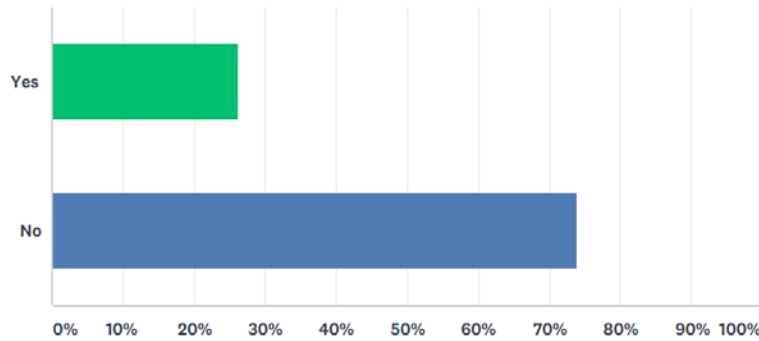
Answered: 107 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	73.83%	79
No	0.00%	0
Not sure	27.10%	29
Total Respondents: 107		

Q4 Have you ever applied to become a mentor before?

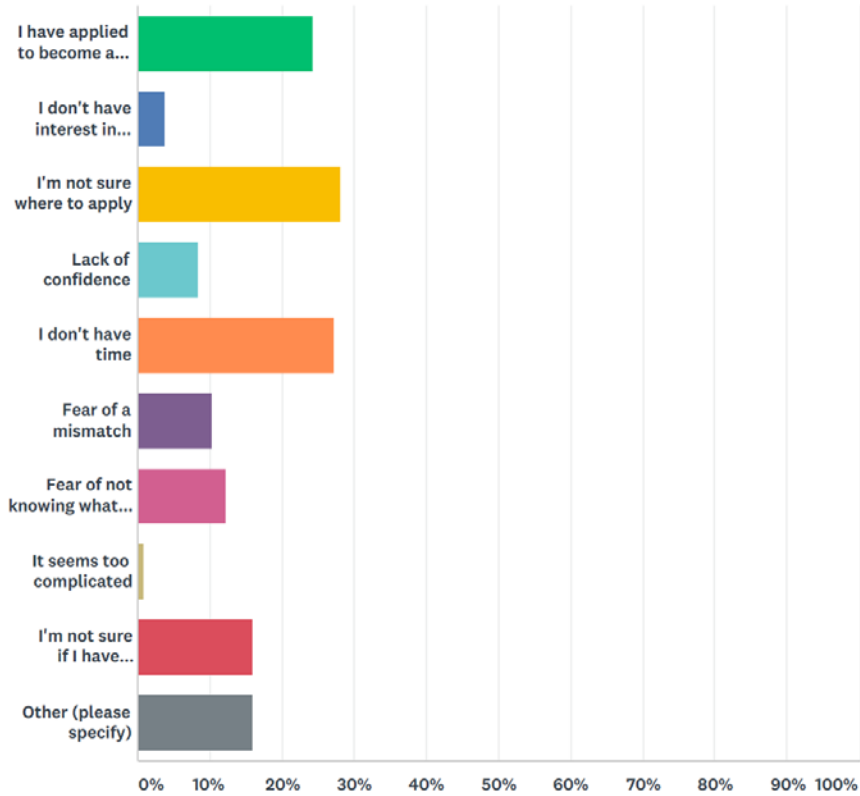
Answered: 107 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	26.17%	28
No	73.83%	79
Total Respondents: 107		

Q5 If you have not applied to become a mentor before, why is that? Select all that apply

Answered: 107 Skipped: 0



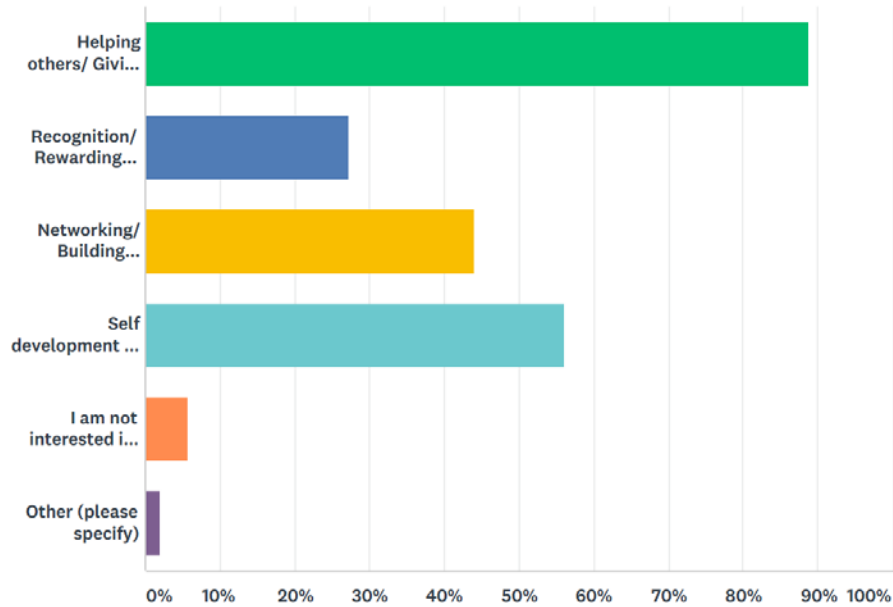
ANSWER CHOICES	RESPONSES	
I have applied to become a mentor before	24.30%	26
I don't have interest in becoming a mentor	3.74%	4
I'm not sure where to apply	28.04%	30
Lack of confidence	8.41%	9
I don't have time	27.10%	29
Fear of a mismatch	10.28%	11
Fear of not knowing what to talk about	12.15%	13
It seems too complicated	0.93%	1
I'm not sure if I have anything to offer a mentee	15.89%	17
Other (please specify)	15.89%	17

Total Respondents: 107

#	OTHER (PLEASE SPECIFY)	DATE
1	I have kids of my own	10/27/2017 1:51 PM
2	They seek me out	10/27/2017 1:06 PM
3	yes	10/27/2017 1:02 PM
4	too busy	10/27/2017 12:53 PM
5	help employees improve themselves to advance themselves	10/27/2017 12:50 PM
6	yes	10/27/2017 12:46 PM
7	I don't have time as I am a County Commissioner and 67 years old.	10/27/2017 12:33 PM
8	na	10/27/2017 12:25 PM
9	na	10/27/2017 12:20 PM
10	yes	10/27/2017 12:14 PM
11	My employer may not support my participation	10/27/2017 12:09 PM
12	not sure which area to pick , have so many talents	10/27/2017 12:09 PM
13	No clue where to sign up	10/27/2017 12:08 PM
14	I was selected	10/27/2017 12:06 PM
15	was a mentor	10/27/2017 11:57 AM
16	It requires too much effort.	10/27/2017 11:56 AM
17	I was put into a mentor role without having to apply	10/27/2017 11:50 AM

Q6 Why might you want to become a mentor? Select all that apply.

Answered: 107 Skipped: 0

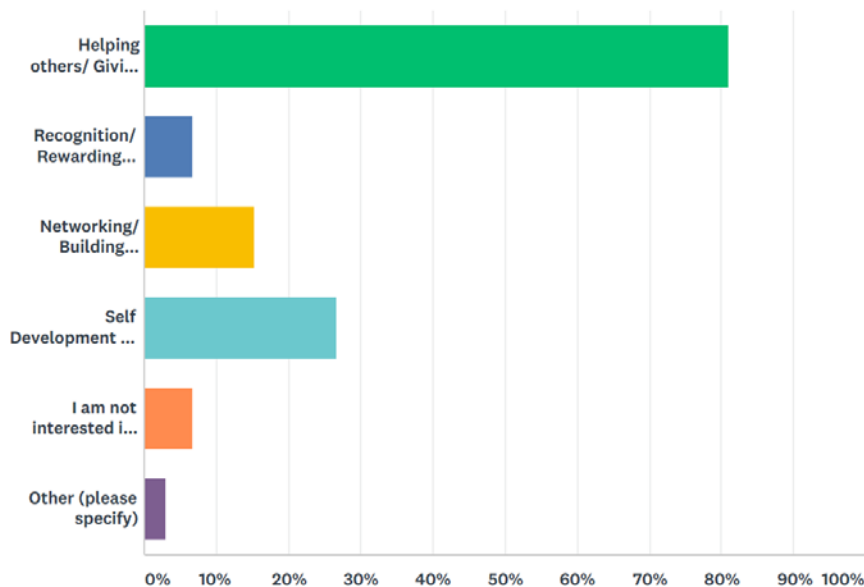


ANSWER CHOICES	RESPONSES
Helping others/ Giving back	88.79% 95
Recognition/ Rewarding experience	27.10% 29
Networking/ Building relationships	43.93% 47
Self development and growth opportunity	56.07% 60
I am not interested in becoming a mentor	5.61% 6
Other (please specify)	1.87% 2
Total Respondents: 107	

#	OTHER (PLEASE SPECIFY)	DATE
1	yes	10/27/2017 12:46 PM
2	yes	10/27/2017 12:14 PM

Q7 What is the most important reason that would motivate you to become a mentor?

Answered: 105 Skipped: 2

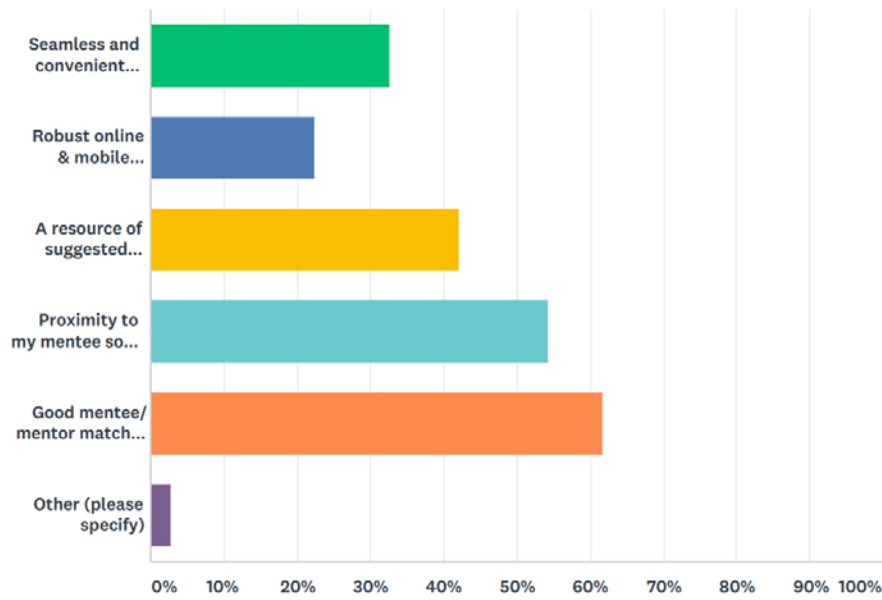


ANSWER CHOICES	RESPONSES
Helping others/ Giving back	80.95% 85
Recognition/ Rewarding experience	6.67% 7
Networking/ Building relationships	15.24% 16
Self Development and growth opportunity	26.67% 28
I am not interested in becoming a mentor	6.67% 7
Other (please specify)	2.86% 3
Total Respondents: 105	

#	OTHER (PLEASE SPECIFY)	DATE
1	yes	10/27/2017 1:02 PM
2	yes	10/27/2017 12:46 PM
3	yes	10/27/2017 12:14 PM

Q8 If you decide one day to become a mentor or have already been a mentor, what could make the experience better? Select all that apply.

Answered: 107 Skipped: 0

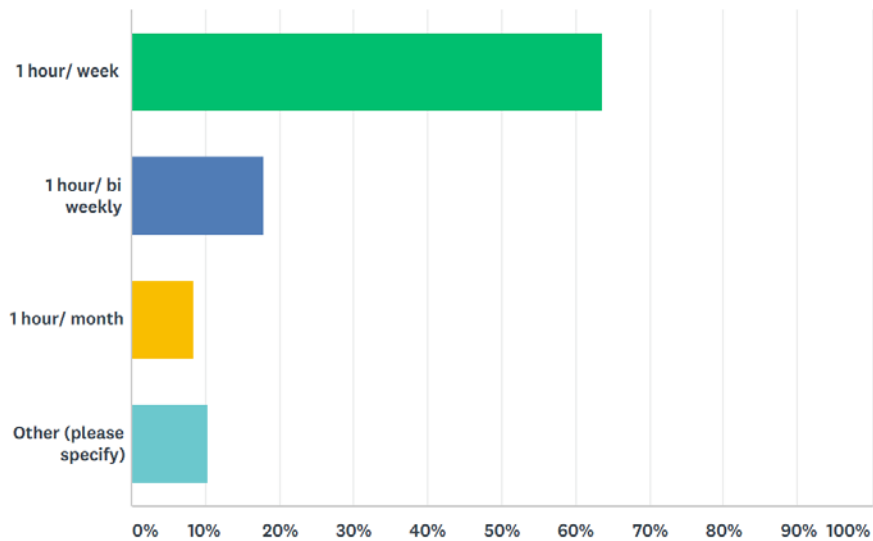


ANSWER CHOICES	RESPONSES
Seamless and convenient application process	32.71% 35
Robust online & mobile platform that would help measure results, send helpful reminders and tips and provide guidance	22.43% 24
A resource of suggested topics for discussion	42.06% 45
Proximity to my mentee so we can meet face to face	54.21% 58
Good mentee/ mentor matching system	61.68% 66
Other (please specify)	2.80% 3
Total Respondents: 107	

#	OTHER (PLEASE SPECIFY)	DATE
1	make me happy	10/27/2017 12:50 PM
2	yes	10/27/2017 12:14 PM
3	I have no idea.	10/27/2017 11:56 AM

Q9 What is the most amount of time you feel you would have to devote to mentoring?

Answered: 107 Skipped: 0

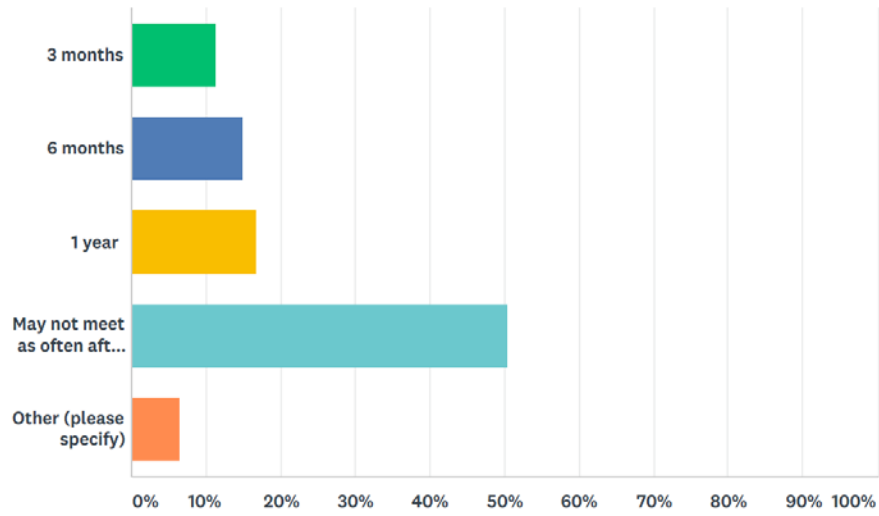


ANSWER CHOICES	RESPONSES	
1 hour/ week	63.55%	68
1 hour/ bi weekly	17.76%	19
1 hour/ month	8.41%	9
Other (please specify)	10.28%	11
TOTAL		107

#	OTHER (PLEASE SPECIFY)	DATE
1	Not interested	10/27/2017 1:18 PM
2	none at present	10/27/2017 12:50 PM
3	yes	10/27/2017 12:46 PM
4	Can't at this time but 1 year spans earlier in my career.	10/27/2017 12:33 PM
5	Meet once's a week! Available through phone all the time	10/27/2017 12:22 PM
6	yes	10/27/2017 12:14 PM
7	More than 1 hour a week if need be.	10/27/2017 12:10 PM
8	5 hours a week	10/27/2017 12:09 PM
9	MORE THAN ONE HOUR A WEEK	10/27/2017 12:08 PM
10	3 hours/week	10/27/2017 12:05 PM
11	I'm not sure; life is pretty busy for me right now.	10/27/2017 11:53 AM

Q10 How long do you believe a mentor/ mentee relationship should last?

Answered: 107 Skipped: 0

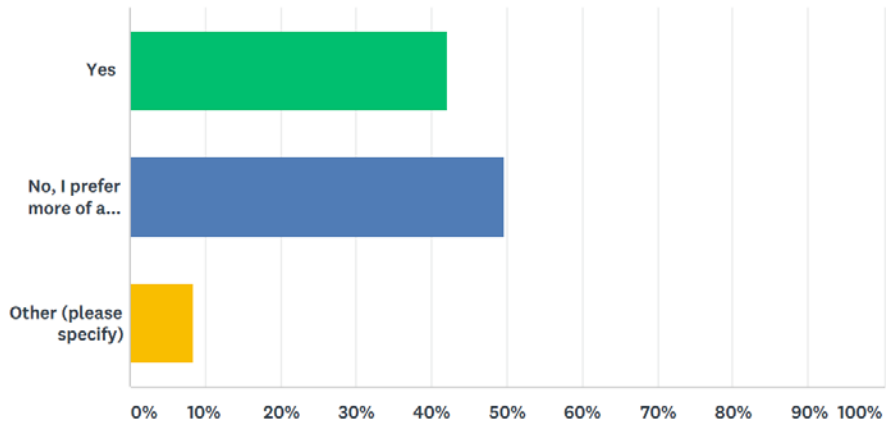


ANSWER CHOICES	RESPONSES
3 months	11.21% 12
6 months	14.95% 16
1 year	16.82% 18
May not meet as often after the first year, however the relationship could be ongoing thereafter	50.47% 54
Other (please specify)	6.54% 7
TOTAL	107

#	OTHER (PLEASE SPECIFY)	DATE
1	yes	10/27/2017 12:46 PM
2	Depends upon the relationship goals	10/27/2017 12:44 PM
3	yes	10/27/2017 12:14 PM
4	It depends on a case by case basis	10/27/2017 12:10 PM
5	FOREVER DEPENDING ON THE PERSON	10/27/2017 12:08 PM
6	It depends on the subject.	10/27/2017 11:56 AM
7	As long as mentee and mentor benefit from the ongoing relationship.	10/27/2017 11:53 AM

Q11 Would you be willing to mentor a small group of professionals versus a single person?

Answered: 107 Skipped: 0

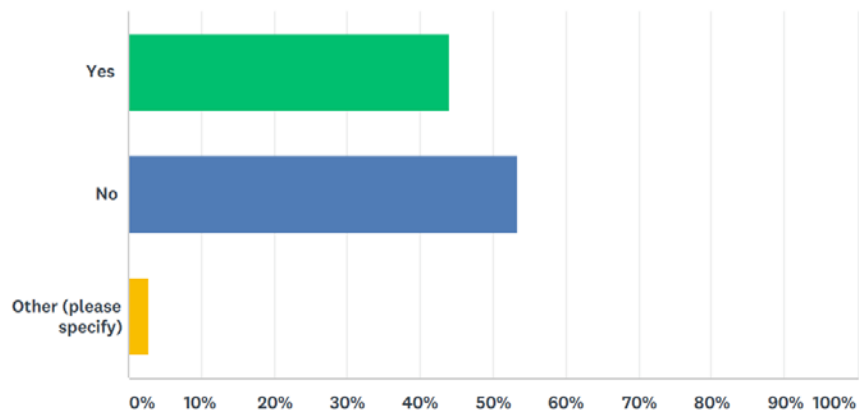


ANSWER CHOICES	RESPONSES
Yes	42.06% 45
No, I prefer more of a one-on-one mentor/ mentee experience	49.53% 53
Other (please specify)	8.41% 9
TOTAL	107

#	OTHER (PLEASE SPECIFY)	DATE
1	Not interested	10/27/2017 1:18 PM
2	yes	10/27/2017 12:46 PM
3	Not at this time.	10/27/2017 12:33 PM
4	yes	10/27/2017 12:14 PM
5	You	10/27/2017 12:12 PM
6	Either or	10/27/2017 12:10 PM
7	Prefer one on one but I've done both	10/27/2017 12:08 PM
8	I probably work best one-on-one, but i suppose it's possible, depending on the group.	10/27/2017 11:53 AM
9	Maybe depending on the mentees	10/27/2017 11:48 AM

Q12 Would you be willing to mentor a small business versus a single person?

Answered: 107 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	43.93% 47
No	53.27% 57
Other (please specify)	2.80% 3
TOTAL	107

#	OTHER (PLEASE SPECIFY)	DATE
1	yes	10/27/2017 12:46 PM
2	Not at this time.	10/27/2017 12:33 PM
3	I probably work best one-on-one, but i suppose it's possible, depending on the business.	10/27/2017 11:53 AM

Q13 What other thoughts would you like to share with us regarding participating in a mentorship program?

Answered: 31 Skipped: 76

#	RESPONSES	DATE
1	Na nw	10/27/2017 3:05 PM
2	Being a mentor is very important to me.	10/27/2017 2:34 PM
3	It's very important to strive to improve communication	10/27/2017 2:29 PM
4	Wat	10/27/2017 2:09 PM
5	Program by who	10/27/2017 1:51 PM
6	I think mentorship is a great way to establish a better person in the person you're helping, and in yourself as well.	10/27/2017 1:11 PM
7	Needs a very high committment to the mentee	10/27/2017 12:44 PM
8	nun	10/27/2017 12:44 PM
9	1 to 1	10/27/2017 12:43 PM
10	none	10/27/2017 12:43 PM
11	important to learn	10/27/2017 12:39 PM
12	Nothing	10/27/2017 12:34 PM
13	None	10/27/2017 12:33 PM
14	system needs clear goals	10/27/2017 12:25 PM
15	I'd be more interested in Mentoring children	10/27/2017 12:22 PM
16	It was a requirement of my job description... sort of over doing mentoring	10/27/2017 12:21 PM
17	na	10/27/2017 12:20 PM
18	matching interests and temperaments is key	10/27/2017 12:18 PM
19	At this time I do not have a desire to be a mentor.	10/27/2017 12:16 PM
20	Networking is great	10/27/2017 12:12 PM
21	lets get started	10/27/2017 12:09 PM
22	IT CAN ALSO BE VERY SPIRITUAL	10/27/2017 12:08 PM
23	I would like more information.	10/27/2017 12:06 PM
24	None	10/27/2017 12:01 PM
25	None	10/27/2017 11:56 AM
26	Love mentoring	10/27/2017 11:53 AM
27	Good experience, very sad ending	10/27/2017 11:53 AM
28	Individual must match mentors field	10/27/2017 11:53 AM
29	na	10/27/2017 11:50 AM
30	Even informal mentoring is enormously valuable. Everyone needs support and guidance.	10/27/2017 11:50 AM
31	fairy important to have your mentee take advantage of role modeling during the mentorship program. I.e., Work alongside one another in job.	10/27/2017 11:50 AM