Quarterly Action Plan

Contact Filene’s membership team for a review of your organization’s current benefits and ways to maximize membership for every team member.

ENgage@filene.org

We’ll be in San Diego, CA in 2024! Join us at Filene’s signature event—big.bright.minds.—on November 19–21, where we bring Filene’s Fellows together to tackle your toughest questions and provide answers on how to lead your credit union into the future.

Pre-register now and we’ll be in touch as we build out our event details. At every big.bright.minds. experience, you can be sure you will head back to your credit union brighter and ready to take action!

This event is a benefit included in Innovator-level Filene membership and above, and therefore there is no registration fee to attend. Not sure what your membership status is? Visit your filene.org account portal or contact us at engage@filene.org.

FILENE.ORG/BBM24

Events & Communities

Connect with industry leaders at our events and in our communities.

3/02  Crash CUNA’s GAC
3/05  Washington D.C.
3/04  Filene’s Chair Breakfast at GAC
   Washington D.C.
03/19  Roadshow
   SchoolsFirst FCU | SoCal

Webinars

Join thousands of your credit union peers through Filene’s webinar series on the hottest topics impacting the industry.

1/24  Efficiency of Operations: The *New Currency*
2/15  The Evolution and Impact of AI in Credit Unions
3/12  Roadmap to Excellence: Understanding Membership Options at Filene
3/26  i3 Prototype Presentations – Part 1
3/28  i3 Prototype Presentations – Part 2

Save the Date

5/06–5/07  EDGE
   Nashville, TN
7/10–7/12  Spark!
   Boston, MA
11/19–11/21  Annual Member Meeting & big.bright.minds. 2024
   San Diego, CA

Register Today

Register for upcoming events and webinars by visiting filene.org/events.

Putting It Into Action

Contact Filene’s membership team to learn how to put Filene’s research into action engage@filene.org.
What’s New?

Increase learning and transform your organization with cutting-edge research addressing the credit union industry’s most pressing challenges.

FILENE.ORG/RESEARCH

CREATING AN INNOVATION STRATEGY THAT DRIVES DIFFERENTIATION AND MEMBER LOYALTY: Results from the 2nd Annual Credit Union Innovation Success Study

This marks the second year of the Credit Union Innovation Success Study. It is part of a broader six-year effort—the American Innovation Index™—that measures innovation in the U.S. economy by quantifying the experiences of the customers from over 200 brands.

The Credit Union Innovation Success Study measures the state of innovativeness of the credit union sector based on member experience and identifies opportunities for these institutions to differentiate themselves from traditional bank competitors and fintechs. In its second year, the study finds that while credit unions excel in member loyalty, their business and social innovativeness as viewed by members are only slightly above average compared to other financial institutions. The Innovation Index scores matter because there is a strong statistically significant relationship to member loyalty, brand attractiveness, satisfaction, and product usage. Innovation has been shown to spark loyalty by triggering positive emotions of both excitement and fulfillment. Credit unions excel at fulfillment—that is, being satisfying and pleasing to do business with—but remain average on generating emotions of excitement.

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RECENTLY RELEASED RESEARCH

- Executing Your Credit Union’s Analytics Strategy: Building a Quantitative Team
- Innovation Matters: Creating Competitive Growth in Credit Unions
- A New Approach to Diversity Training
- The Digitization Cycle: Preparing for the Next Wave of Innovation
- The Small Business & Entrepreneur Opportunity for Credit Unions
- Creating an Innovation Strategy that Drives Differentiation and Member Loyalty: Results from the 2nd Annual Credit Union Innovation Success Study
- Understanding the Twenty-First Century Small Business

COMING SOON

- America’s Housing Journey: A Storymap on Credit Unions’ Engagement with the Housing Crisis
- Five Lessons for Creating a Housing Impact Fund: The Evergreen Housing Impact Fund
- Text Generative AI and the Future for Credit Unions
- Tech and Trust: Building Credibility in Your Community

CENTERS OF EXCELLENCE KEY

- COMMISSIONED RESEARCH
- DATA ANALYTICS
- COMMUNITY SOCIAL IMPACT
- DIVERSITY, EQUITY & INCLUSION
- CREDIT UNION OF THE FUTURE
- EMERGING TECHNOLOGY
- INNOVATION & INCUBATION

Stay up-to-date with the latest Filene has to offer. Join our eNewsletter by visiting filene.org.