



# ICUL

IOWA CREDIT UNION LEAGUE

## NEWSLETTER

### Third Quarter Callahan & Associates Data Available

[Callahan & Associates](#) data for Q3 2021 has been released by the National Credit Union Administration (NCUA). As of September 30, there were 83 Iowa credit unions holding a total of \$26.8B in assets and \$20.4B in loans. Iowa's credit unions serve more than 1.4M members with more than 4,400 employees.



Your dues supported access to [Callahan and Associates](#) allows credit unions to pull credit union-specific reports to analyze and compare to your peers. Please contact ICUL Member Services Consultant [Jodi Allen](#) with any questions.

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### Applications Open for 2022 Iowa Innovation Group

ICUL, in partnership with Filene Research Institute, has opened applications for the 2022 Iowa Innovation Group (IIG) program.

IIG aims to develop future leaders of our credit union industry - equipping them with the abilities to evaluate industry insights, create innovative solutions and engage in a pioneering mindset. [Click here](#) to learn more about the program.



Ideal IIG participants are team members who are collaborative, passionate about serving members and committed to creating opportunity for financial well-being. If you know someone who fits the bill, [nominate](#) them. If you are interested in the program, [apply here](#).

## Jelena Babic Barnes Named ICUF Executive Director

Jelena “Ena” Babic Barnes has been named the new Executive Director of the [Iowa Credit Union Foundation](#) (ICUF). Ena has served ICUF as program manager since 2020. In the executive director role, she will oversee the daily operations of ICUF, fundraising and administration of valuable programs that support financial well-being in Iowa.

“Jelena is a passionate advocate for the underserved in Iowa,” said Ann McMillian, board chairperson of ICUF. “We are very excited to see where she will take ICUF in this new role.”

Congratulations, Ena!



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## Building Your Credit Union's Language Strategy

All credit union members and those seeking financial services deserve the ability to communicate with their financial institutions. Easy, right? In reality, many members or prospective members who don't speak English as a first language (or at all) can encounter barriers when trying to access the most basic financial services.



Watch [Coopera's](#) latest public webinar, [Building Your Language Strategy](#), to learn more.

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## Three Steps to Help Credit Unions Develop Purpose-Led Strategies

Harvard Business School Online research shows that companies that lead with purpose outperform the market, have an easier time attracting and engaging employees and are changing the way business think about their role in society.



Read this report, "[The Guide to a Purpose-Driven Organization](#)" by Callahan & Associates to learn more.

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## Measure Your Mission: Quantifying Credit Union Impact Data

Credit unions make great impacts on their employees, members and communities. Callahan & Associates and a network of credit unions from across the nation created a process to identify the data and create an impact measurement framework to best display credit unions' impact. Learn more by watching [this webinar](#).



## Legal Tip: Vendor Management, Contract Termination Provisions

With 2022 on the horizon, it is a good time to review your credit union's vendor management practices and track termination dates and auto-renew provisions.



Termination dates should be tracked so the credit union can determine if it should (1) let a contract terminate naturally, (2) negotiate a new contract with the vendor, (3) or search for a new vendor so there is no disruption for the services or product.

With auto renew provisions, being aware of deadlines to provide notice of termination allows credit unions to (1) decide to allow contracts to enter the renewal term or (2) provide notice of termination to the vendor. Your credit union should also note if there is an automatic price increase in the renewal term or if the vendor needs to provide notice of a price increase prior to the auto-renewal.

Questions? Contact Barker, Hodgson & Miller, P.C. attorneys [Elizabeth Hodgson](#) or [Julie Buenzow](#). *New self-help resources have been added to the resource library for ICUL members. [Click here](#) to access them.*

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## ICUL Office Closed for the Holiday

The ICUL office will be closed tomorrow, December 31, in observance of the holiday.

Warmest wishes for a happy and healthy holiday season.



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## News and Announcements

Have news to share? Submit your release online. *You must be logged into the members-only website in order to submit.*

- [CO-OP Financial Services Celebrates 40th Anniversary with a Year of Product Roadmap Achievements on Behalf of Credit Unions](#)
- [Serve Partners with CSO for Debt Protection](#)
- [HomeTown Credit Union to Merge with Community 1st Credit Union](#)
- [Jelena Babic Barnes Named Executive Director of Iowa Credit Union Foundation](#)
- [Santa Claus at Serve Credit Union](#)

