



Writing Team: Tricks of the Trade

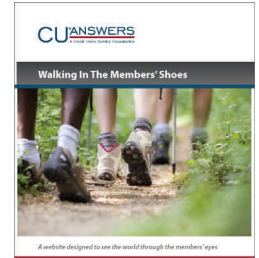
July Top Picks: Leadership Documentation

Issue 32

Be sure to attend the upcoming Tricks of the Trade webinar on July 22 from 3:30-4:00 PM ET. Watch for an invitation via email. During the training, we will highlight materials handed out at the leadership conference. All these materials are posted on the [Leadership Conference 2014 page](#).

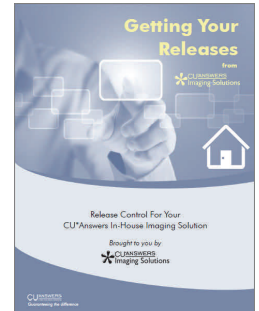
Pick #1: [Walking in the Members' Shoes](#)

The Leadership Conference lead with the topic of understanding the member's experience by "walking in their shoes." This initiative reminds us to be consumers, owners and architects of the programs and services we provide by actively participating in them. It ensures we keep these intentions in mind by putting the member's perspective in line with our own. This brochure outlines a program CU*Answers is currently using to address this topic.



Pick #2: [Release Control Options for In-House Imaging Solutions](#)

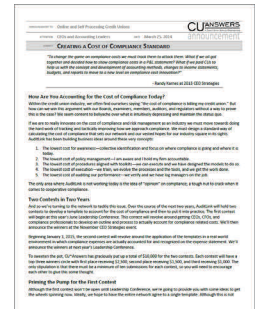
Congratulations! You have invested in an in-house imaging solution. How will you keep your investment up to date? You have options. Everything from a high level of involvement to a hands-off managed service. In this brochure, you'll read about three options available to your credit union.



Check out the [Getting Your Releases from CU*Answers Imaging Solutions](#) brochure to learn about the first option in more detail.

Pick #3: [Creating a Cost-of-Compliance Standard](#)

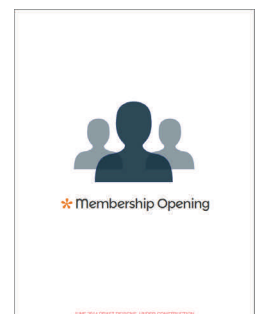
Within the credit union industry, we often find ourselves saying "the cost of compliance is killing my credit union." But how can we win this argument with our boards, examiners, members, auditors, and regulators without a way to prove this is the case?



This white paper discusses two contests CU*Answers will hold in the next two years to tackle this issue.

Pick #4: [Membership Opening \(draft designs under construction\)](#)

Leadership focused on moving toward catering to the online member. This means creating an effective online membership-opening tool. Check out this very visual work in progress for a prototype of the opening process and a discussion of the customizable and configurable features that are on the drawing board.



Also check out the [Membership Opening Survey Results](#) to see the feedback of over sixty-five credit unions on the topic.

Pick #5: [Upcoming Contests! Finding Ways to Pay Members for Ideas and Designs to Embed CU Web Pages in "It's Me 247"](#)

We've got two contests that are coming in 2015. More details on both will come in November with CEO Strategies, but check out these links to get a teaser and to start thinking!

Refer to the Tricks of the Trade Newsletter Series page for all issues: http://www.cuanswers.com/tricks_of_trade.php

A new contest for 2015

- What if your credit union could configure 5 pages inside of It's Me 247?
- Actually take 5 pages from your website and have them embedded into the It's Me 247 navigation
 - This isn't a link, it's an actual page in online banking directly related to the credit union's products and

Designers Wanted!

Weird, huh?
Can you give me 5 pages that you wish we would embed in It's Me 247?

Details coming at the November CEO Strategies... get your thinking cap on!

Who do you pay to experience your products?

- In 2014 we've been aggressive with CollabRebate dollars
 - 65+ credit unions are being paid to participate in the REP beta (near \$20K)
 - Credit unions like UAW/CUFI earned for their contributions to our software design
- How much money are you investing in capturing the ideas of your members?
 - Earn \$1,000 for your team in 2015
 - Submit a new way for CU*Answers to pay members for ideas on designing the member experience they want
 - Look for details during CEO Strategies week (November 3-7, 2014)