

# FOCUS GROUPS 2015

WEDNESDAY, MARCH 25, 2015

CFO Strategies  
Roundtable

## TODAY'S AGENDA

### **Trends in Examinations**

45-minute session to hear from each other about what examiners are focusing on lately

### **Disaster Recovery, Cybersecurity, & Interest Rate Risk Management**

45-minute brainstorming session with some tips from our resident experts

### **The CFO's CU\*BASE Toolkit**

45-minute session to help CFOs maximize opportunities to learn and use CU\*BASE tools for our teams and our agendas

45 minutes might be 15 minutes or an hour and a half...it's not about the schedule, it's about effectively sharing with each other

# LET'S GET ACQUAINTED

Round 1

- Introduce yourself
  - Name and credit union name
  - Your role at the CU and how long you have worked there
- Explain how your CU has organized its finance, accounting and bookkeeping solutions
  - # of people on the teams
  - What is the difference between finance, accounting and bookkeeping at your shop?
  - How do you see this evolving in the future?

The background features a dark blue base with a white line graph that fluctuates across the frame. Above the graph, there are several horizontal bars in various shades of green, some overlapping each other. Vertical dashed white lines are positioned at approximately one-third and two-thirds of the width. The overall aesthetic is modern and data-oriented.

# Trends in Examinations

What have examiners been focusing on lately?

# Trends in Examinations

## What are your concerns?

Round 2

*Let's go around the room again...*

- Tell us what you've been seeing lately from NCUA when it comes to examinations
- What concerns you?

What we've been seeing:

- Emphasis on cybersecurity
- Evidence that credit union Boards are involved with cybersecurity and risk management
- Interest Rate Risk
- BSA Compliance

# Trends in Examinations

## What are your concerns?

Round 3

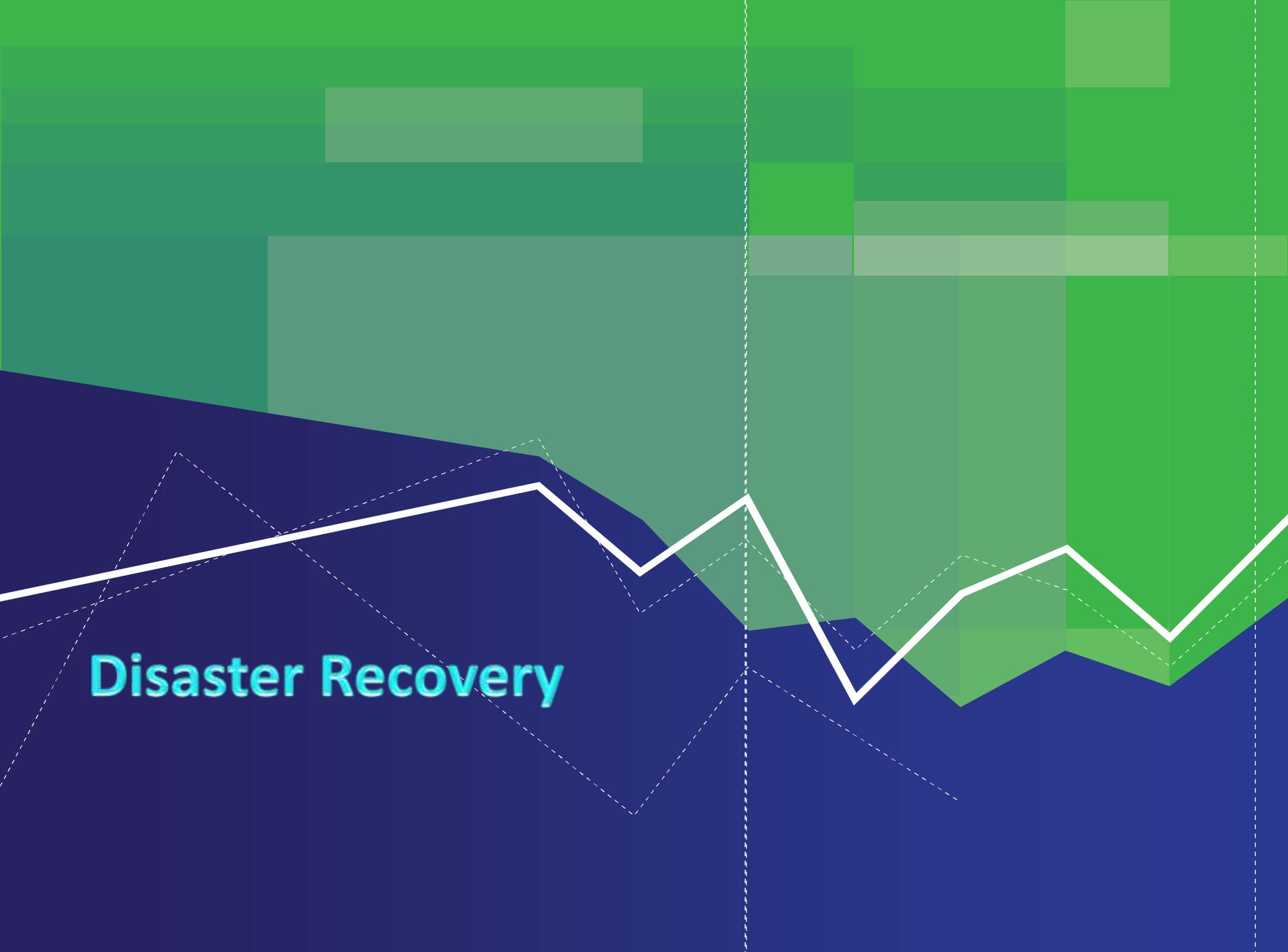
*Let's go around the room again...*

- What are you seeing from the CFPB and other regulatory bodies?
- What concerns you?

What we've been seeing:

- TILA-RESPA Integrated disclosure
- Debt collection (36% of all complaints to CFPB!)
- Disaster Recovery
- Records Management

# Disaster Recovery



# Disaster Recovery

## What are your concerns?

Round 4

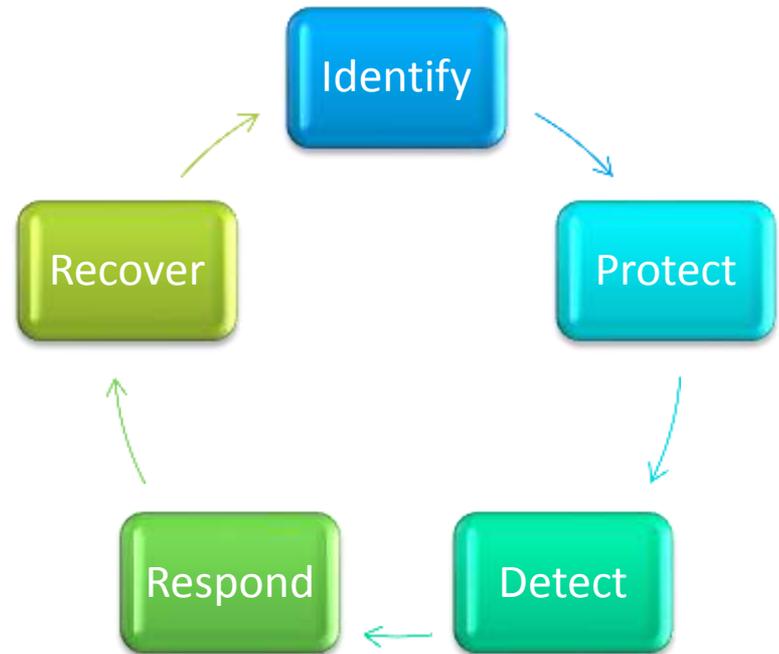
- Who at your credit union is responsible for Disaster Recovery planning?
- What types of disruptions have occurred at your credit union? What types do you plan for?
- What kind of recovery testing are you performing (and how often)?
- What is your recovery plan if the main branch is down?
  - How are the branches affected if the main branch is down?
  - What is the plan for your particular department if the main is not accessible?
- How often is your data backed up?
- What is your confidence level that your credit union is prepared?
- How often is your recovery plan updated?
- Is there one person at your credit union who if not available during a crisis would jeopardize the ability to recover?



**While Disaster Recovery primarily covers the restoration of technology, Business Resumption focuses on restoring critical business activities**

# Business Continuity Planning

- Business Continuity Planning is an ongoing approach to anticipating disruptions and getting operations back to normal
- The steps are similar to most other Risk Management lifecycles: identify, protect, detect, respond, and recover



# Goals of Business Continuity Planning

- Facilitate the timely recovery of critical business functions
- Minimize loss of assets, revenue, and members
- Mitigate negative effects of a disruption on business operations
- Minimize confusion and enable effective decisions during a crisis
- Satisfy legal and regulatory requirements
- Ensure the survival of the organization



Every  
disruption  
(internal and  
external) has  
the potential  
to impact  
business

- Operational impact
- Reputational impact
- Financial impact
- Compliance impact

# FFIEC BCP Booklet/Exam Guide

(updated in 2015)

## Implementing a Business Continuity Management Program:

- Business Impact Analysis
- Risk Assessment
- Risk Management
  - Business Continuity Plan
  - Mitigation Strategies
- Risk Monitoring and Testing
  - Roles and Responsibilities (awareness and training)
  - Testing Program
  - Plan Audit and Maintenance

## For 2015, increased emphasis on:

- Strengthening the Resilience of Outsourced Technology Services
  - Expanded network, more interconnected now than ever before, greater dependency on vendors, etc.
  - Must know your critical vendors' recovery plans and capabilities (proof of testing, etc.)

# Learn More

- CU\*Answers Business Continuity and Recovery Services
  - Certified Continuity Professionals available to assist credit unions in recovery planning and exam preparation
- Education classes
  - CU\*Answers University
  - Education Express



<http://www.cuanswers.com/solutions/business-continuity/>

The background features a dark blue area at the bottom with a white line graph. The graph has several peaks and valleys, with a prominent peak on the right side. The upper portion of the image is filled with various shades of green in a grid-like pattern. Vertical dashed white lines are present, one near the center and one on the far right. The text is positioned in the lower-left quadrant of the blue area.

# Cybersecurity & Interest Rate Risk Management

# Cybersecurity & Rate Risk

Round 5

## What are your concerns?

- Who at your credit union is responsible for cybersecurity?
- Have you had a cybersecurity examination yet? How did it go?
- What changes have you made as a result of the new focus on cybersecurity?
- What are you seeing on your safety and soundness exams?
- Has there been increased pressure on your ALM committee with respect to interest rate risk?
- Have examiners been looking closely at your real estate portfolios?
- How much interest have examiners shown in your investments?
- Have you made any changes to your lending practices based on the threat of rising interest rates?
- Has your credit union actively engaged your staff and members against RBC2?

# Cybersecurity: What's the big deal?

- Our opinion of cybersecurity is that it is “old wine in new bottles”
- Much of what you are doing today from an IT perspective will be enough to get you through cybersecurity exams



# Cybersecurity: What's the big deal?

- The big change in cybersecurity:

**Very heavy emphasis on Executive Management  
and Board Director involvement**

- Coming soon: “Cybersecurity Literacy for Board Directors”
  - New CU\*Answers video similar to the Financial Literacy for Board Directors

# Rising Interest Rates

## A greater threat than cybersecurity?

- Credit unions that do not manage interest rate risk effectively can have their federal insurance pulled by the NCUA
- Credit unions that do not have a written IRR policy or that do not have an effective IRR program are out of compliance with § 741.3 of NCUA's regulations



# Do you understand SIRRT?

If your assets are >\$50 million, you should

- The SIRRT ratio is calculated as:

$$\text{(First Mortgages Held + Investments w/Maturities > Five Years)} \div \text{CU Net Worth}$$

- The NCUA looks very closely at any credit union where this ratio exceeds 100%

# Do you understand these FASB terms?

- **AFS**

“Available for Sale”

- **Trading**

Held for near-term sale

- Do you calculate the ratio of that pool to your Investment Valuation Reserve Account?
- Federally insured credit unions are required to have an Investment Valuation Reserve Account in an amount “at least equal to the net excess of book value over current market value of the investments”

# What risks do rising interest rates pose to your investment portfolio?

- How does the amount of price risk compare to the net worth (capital) of your credit union?
- Do you have a price risk limit (*as a percentage of net worth*) for a +300bps shock for each investment regardless if they are held-to-maturity or available-for-sale?
- What impact would rising interest rates have on the liquidity of your credit union?

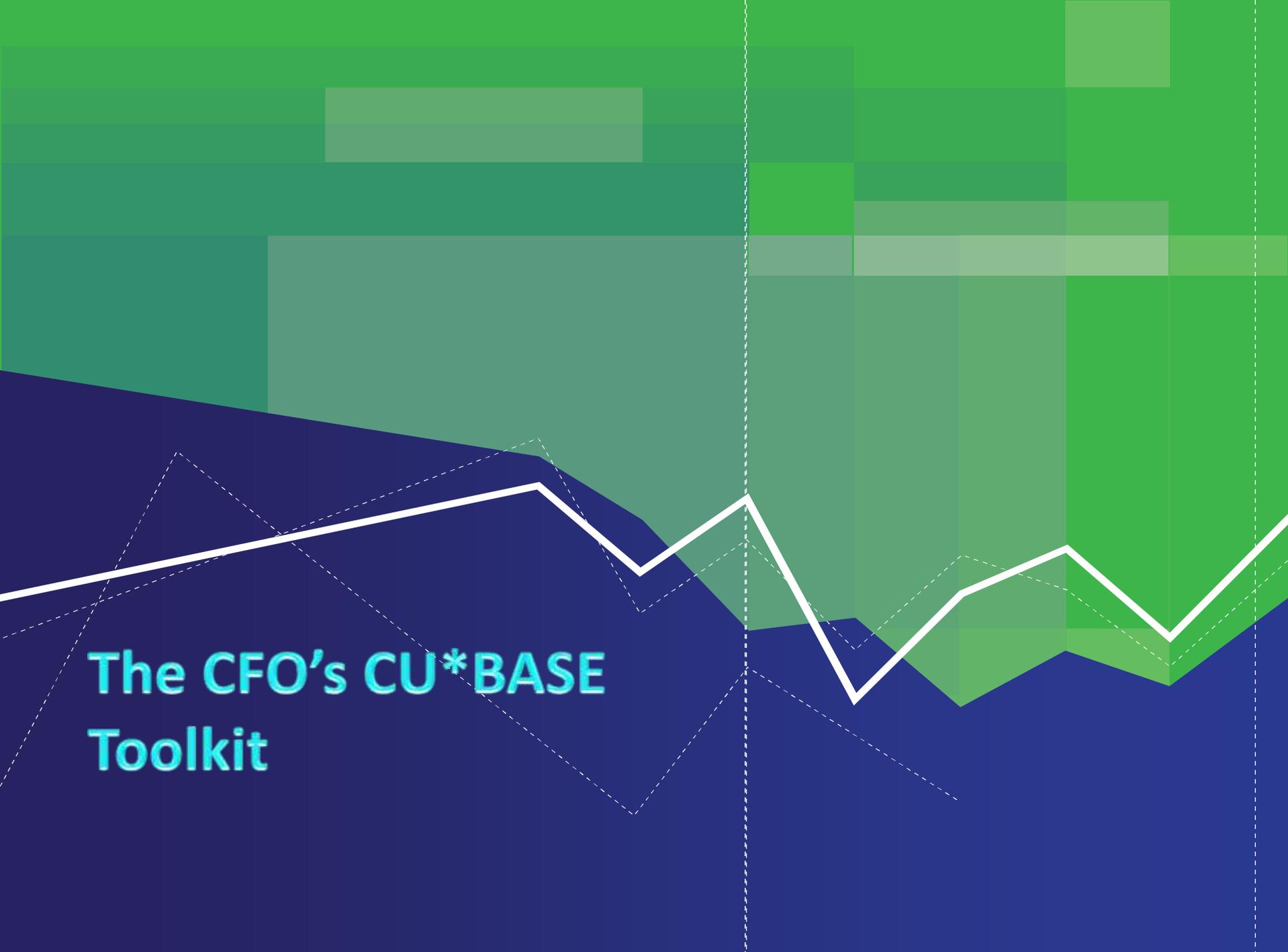


# Keep pushing back on RBC!

- While cybersecurity is important, much of it is repackaging what you do now
- But while your team is focusing energy on cybersecurity...
- The rising interest rate environment and its impact on lending and investment portfolios is likely to be the leading cause of very serious repercussions for the industry...  
*...especially if RBC2 is enacted*



<http://auditlink.cuanswers.com/rbc/>

The background features a complex geometric design. The top half is composed of various shades of green, from light to dark, arranged in a pattern of overlapping rectangles and squares. The bottom half is a solid dark blue. A prominent white line starts from the left, trends upwards, then drops sharply, and then trends upwards again. This line is surrounded by several dashed white lines that form a jagged, zig-zag pattern. Two vertical dashed white lines are positioned on the right side of the image.

# The CFO's CU\*BASE Toolkit

# CU\*BASE from a CFO's Perspective

...not mine!

- As the CFO of CU\*Answers, I am an industry peer, and we all have the same problems: leading a cooperative from a financial officer's chair
- But when it comes to actually training the CU\*BASE tools and helping you develop your team members, we have a lot of talented people and tactics to get that done
- Keegan Daniel joins us from CU\*Answers Management Services to help us think through your perspective compared to other forums we already have

# CFO School vs. CEO School

- Certainly CEO School has a train-the-toolkit element, and Randy does select tools to train and brainstorm on from a CEO's perspective
- How would you see CU\*Answers developing a CFO School differently? How would CFO School pull from our normal education tools and be geared more specifically for you?
- Should we create a CFO Top 10 development agenda, like the Accounting Top 10?

When it comes to teaching credit union executives how to use the CU\*BASE software, what is different about the CFO community, and why should we invest the money for this special emphasis?

# CFO School vs. CEO School

- Did you know this mid-year CEO School was open to everyone? Will you attend?
- How would you have me or Randy train this differently, if CFOs were the only people in the room?

ATTENTION ONLINE AND SELF-PROCESSING CREDIT UNIONS



Don't Miss This FREE Event:

## Mid-Year CEO School

*Not Just for CEOs*

Wednesday, ~~March 18~~  
9 AM - 4 PM ET

 **May 13**

CU\*Answers  
6000 28th St. SE  
Grand Rapids, MI 49546

[Register](#)

Learn from CU\*Answers CEO Randy Karnes how CU\*BASE dashboards and analysis tools can be used interactively during presentations, how they can be used to identify opportunity, and how they can be the cornerstone of your business plan.

CU\*ANSWERS | PLEASE DO NOT REPLY TO THIS MESSAGE | Refer inquiries to: [csr@cuanswers.com](mailto:csr@cuanswers.com)

# CFO Roundtable vs. the Education Catalog

**Education Catalog**  
2015

CU\*Answers

CU\*Answers University  
Where Learning About  
CU\*BASE Is Seriously  
*fun!*

118 Courses Listed Inside!

FREE Education Express Webinars

New Distance Learning in 3D

Energize Your Business Plan with CEO Strategies

Training That Puts You in the Members' Shoes

100+ Video Tutorials

118 Courses Listed Inside!

Educational Offerings That Fit Any Learning Style

- Webinars
- Online Courses
- Classroom Training
- Simulated Training CU
- Customized Workshops
- Educational Newsletters
- Live Seminars

PLUS Interactive Training Videos

CU\*Answers

Course ID	Course Title	Hours	Prerequisites	Level	Format
8.26	Preparing for Webinars & Classroom Presentations	1.00		Beginner	Webinar
8.28	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.30	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.32	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.34	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.36	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.38	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.40	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.42	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.44	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.46	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.48	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.50	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.52	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.54	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.56	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.58	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar
8.60	Mastering a Webinar with Member Experience Operations	1.00		Beginner	Webinar

**ENTERPRISE RISK MANAGEMENT**

Course ID	Course Title	Hours	Prerequisites	Level	Format
8.62	CU*BASE Operations	1.00		Beginner	Webinar
8.64	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.66	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.68	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.70	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.72	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.74	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.76	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.78	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.80	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.82	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.84	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.86	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.88	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.90	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.92	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.94	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.96	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
8.98	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar
9.00	CU*BASE Management Tools & Techniques for the Member	1.00		Beginner	Webinar

**ACCOUNTING/BACK OFFICE**

If we were to add a section to the Education Catalog geared toward CFOs, what would you want to be in it?

# CU\*BASE Tools for CFOs

## What kind of data analysis would you like?

- Based on **G/L history** and **Balance Sheet/Income Statement balances** that are tracked over the life of your relationship with CU\*BASE
- Based on the history we keep on **cash balances**
- Based on **fee and service income** concepts
- Based on **patronage** concepts
- **Duration and cash flow** from loans and savings products?

To date, most of the dashboards have been based on marketing and sales interests

As we move into more financial modeling, ALM, and budgeting concepts, I see us writing a lot more tools related to financial assumptions

What would you prioritize?

# Data Analysis over G/L History

The screenshot displays a financial software interface for 'Session 0 CU\*BASE GOLD - ABC CREDIT UNION'. The main window is titled 'General Ledger Transaction Inquiry' and shows a table of transactions for account '701.00-00 SIGNATURE LOANS PARTIALLY SECURED' as of January 2015. The current account balance is 14,429,563.83. The table lists transactions from 1/18/2015 to 1/19/2015, including descriptions like 'LOAN DEPARTMENT PROCESSING', 'JOURNAL ACCT TRANSFER PR', and 'AUDIO RESPONSE PROCESSING'. A 'G/L UPDATE- OLD # 701.04' transaction is also visible.

Below the main window, a 'G/L Transaction Analysis' report is shown for the date range 'Jan 01, 2013 to Jan 19, 2015'. The report provides a summary of transactions, debits, and credits for the current year (2015) and the current month (03).

G/L Transaction Analysis			
Corp	Account	Branch	ALL LOCATIONS
G/L history date range: Jan 01, 2013 to Jan 19, 2015			
Current Year: 2015			
Transactions	902	Average amount	\$15,804.95
Debits	362	Average amount	\$0,638.57
Credits	620	Average amount	\$0,638.57
Current Month: 03			
Transactions	0	Average amount	\$ .00
Debits	0	Average amount	\$ .00
Credits	0	Average amount	\$ .00

A yellow callout box with the text 'MNGELE #10' is overlaid on the left side of the interface. The interface also includes a 'Trial Balance Inquiry' button and a navigation toolbar at the bottom.

# Data Analysis over G/L History

Session 0 CUPBASE GOLD - ABC CREDIT UNION

File Edit Tools Help

## Balance Comparisons

Corp ID: 01 ABC CREDIT UNION All GL Accounts: All Branches  
All Budget Groups

Month	2014		2013		2012	
	Change	Balance	Change	Balance	Change	Balance
Jan	1,754,980.50-	1,754,980.50-	1,726,698.43-	1,726,698.43-	1,531,034.94-	1,531,034.94-
Feb	1,596,577.67-	3,351,558.17-	1,563,088.16-	3,289,786.59-	1,416,152.95-	2,947,187.89-
Mar	1,649,928.87-	5,001,479.04-	1,740,589.91-	5,030,376.50-	1,553,191.21-	4,500,379.10-
Apr	1,742,940.20-	6,744,419.32-	1,700,108.30-	6,730,484.88-	1,487,831.71-	5,988,210.81-
May	1,829,786.71-	8,574,206.03-	1,731,726.81-	8,462,711.69-	1,541,907.34-	7,530,119.15-
Jun	1,808,489.80-	10,382,675.83-	1,757,580.64-	10,219,792.33-	1,579,954.86-	9,110,073.01-
Jul	1,946,162.10-	12,328,837.93-	1,766,020.18-	11,985,812.51-	1,612,407.60-	10,722,480.61-
Aug	1,992,995.71-	14,321,833.64-	1,802,196.60-	13,788,009.11-	1,660,596.41-	12,383,077.02-
Sep	1,806,106.47-	16,207,940.11-	1,742,781.00-	15,539,710.19-	1,752,977.52-	14,136,054.54-
Oct	2,143,451.19-	18,351,391.30-	1,716,746.46-	17,247,456.65-	1,659,433.36-	15,795,487.90-
Nov	2,033,631.37-	20,385,022.67-	1,702,236.75-	18,949,693.40-	1,635,710.39-	17,431,198.29-
Dec	2,262,849.94-	22,647,872.61-	2,083,796.85-	20,953,490.25-	1,786,797.94-	19,217,996.23-
	22,647,872.61-	22,647,872.61-	20,953,490.25-	20,953,490.25-	19,217,996.23-	19,217,996.23-

MNBUDG #8

Session 0 CUPBASE GOLD - ABC CREDIT UNION

File Edit Tools Help

## Balance Comparison Analysis

Corp ID: 01 ABC CREDIT UNION All GL Accounts: All Branches  
All Budget Groups

	2014	2013	2012	Total
# months up				
# months down	12	12	12	36
Average change	1,887,322.72-	1,746,124.19-	1,601,499.69-	1,744,982.20-
Low balance	22,647,872.61-	20,953,490.25-	19,217,996.23-	22,647,872.61-
High balance	1,754,980.50-	1,726,698.43-	1,531,034.94-	1,531,034.94-
<b>Average Monthly Balance</b>				
Q 1	3,369,339.24-	3,348,953.84-	2,992,067.31-	3,237,053.46-
Q 2	8,567,100.39-	8,470,829.63-	7,542,800.66-	8,193,576.89-
Q 3	14,206,283.89-	13,768,177.27-	12,413,878.72-	13,489,417.30-
Q 4	20,461,428.86-	19,050,213.43-	17,401,568.81-	18,997,734.37-
# months displayed	12	12	12	36
Average monthly balance	11,671,018.10-	11,159,543.54-	10,107,774.87-	10,979,445.50-

# Data Analysis over Cash & Teller History

Session 4 CU\*BASE GOLD Edition - FRANKENMUTH CREDIT UNION

Cash Analysis - by Time of Day February 2015

Branch 00 00 - All branches All Branches Type Individual Organizations All

Summary	Cash In	Cash Out	Outside Checks	Average Check Amount Cashed
Time Frame	Cash In	Cash Out	Outside Checks	Avg Chk Amt Cashed
Open to 9:00	367,911.81	181,491.98	1,713,251.47	1,206
9:00 to 10:00	397,283.00	477,403.01	2,709,795.05	1,334
10:00 to 11:00	686,159.43	876,334.84	4,760,652.00	
11:00 to 12:00	557,866.30	787,577.64	3,823,959.62	
12:00 to 1:00	636,522.09	781,122.97	6,009,360.87	
1:00 to 2:00	694,068.32	665,448.72	3,943,047.88	
2:00 to 3:00	669,349.50	544,265.66	6,550,910.79	
3:00 to 4:00	811,726.56	647,708.50	7,273,711.60	
4:00 to 5:00	625,004.71	665,054.60	6,865,842.30	
5:00 to 6:00	206,314.04	271,296.88	5,996,404.72	
6:00 to 7:00	75,749.00	61,251.96	1,450,620.68	
7:00 to Close	55.50	600.00	2,764.30	
Totals	5,726,085.06	5,959,556.76	51,190,523.00	

MNHTLA #16

Session 0 CU\*BASE GOLD Edition - ASC CREDIT UNION

Daily Cash Net Change / General Ledger Verification In Balance

Corp ID 1

As of end of day Dec 15, 2014 [MMDDYYYY] Monday

EOD Head Teller Trial Balance		GL Change Fund			
Vault	Net Change	G/L	Location	Net Change	Difference
01 FRANKENMUTH	364.04	739.00	01	364.04	0.00
02 FRANKENMUTH	126,236.04	739.00	02	126,236.04	0.00
03 FRANKENMUTH	9,184.29	739.00	03	9,184.29	0.00
04 GATEWAY OFFI	258.42	739.00	04	258.42	0.00
05 HILLINGTON O	6,620.23	739.00	05	6,620.23	0.00
06 WASSAR OFFIC	10,434.21	739.00	06	10,434.21	0.00
07 ADMINISTRATI	0.00	739.00	07	0.00	0.00
08 TOWN & COUNT	10,378.51	739.00	08	10,378.51	0.00
09 WASSAR SCHOO	0.00	739.00	09	0.00	0.00
10 BIRCH RUN ME	0.00	739.00	10	0.00	0.00
11 ESSEXVILLE M	0.00	739.00	11	0.00	0.00
12 FRANKENMUTH	0.00	739.00	12	0.00	0.00
13 REESE ROCKET	0.00	739.00	13	0.00	0.00
14 INDEPENDENT	2,326.91	739.00	14	2,326.91	0.00
15 OTTSVILLE BR	109.56	739.00	15	109.56	0.00
16 JUNIATA CREE	0.00	739.00	16	0.00	0.00

MNGELE #12

Session 4 CU\*BASE GOLD Edition - FRANKENMUTH CREDIT UNION

Teller Activity by Trx Type

Date Feb 2015 [MMYY] Branch 00 00 - All Branches

Activity	# of Transactions	Percent
Outside Checks Cashed	30,905	24
Deposits	29,766	23
Cash Back	23,704	19
Withdrawals	13,241	10
Cash In	10,855	9
In-House Checks Cashed	6,057	5
Funds Forwarded	1,952	2
Funds Carried Over	1,949	2
Misc. Cash Advance	1,765	1
Misc. Receipts	1,562	1
Money Order	1,172	1
Money Order/Corp Check	892	1
Totals	127,539	

MNHTLA #4

# Data Analysis over Fees & Service Income

MNMGMT #19

Coming in  
the 15.0  
Release

Session 4 CU\*BASE GOLD - FOCUS CREDIT UNION

File Edit Tools Help

### Fee Refunds Detail

ERROR CORRECTION PROCESSING

Select date range from: Feb 01, 2015 [MMDDYYYY] to Mar 23, 2015 [MMDDYYYY]

Search on description:

Member branch:  selected  
 Teller branch:  selected  
 Employee ID:  selected  
 GL account:  selected

Transaction Description	Transaction Date	Tr Br	Mbr Br	Account	Typ	Member Name	Emp	Amount	GL Acct	GL Acct Description
CASH ADVANCE FEE REF	3/04/2015	01	02	17884 000		GERDES	30	14.51	130.70	MISC CHECKING FEES-STOPS, C
+CASH ADVANCE F I								14.51		
CC LATE FEE CREDIT	2/23/2015	01	02	15639 051		HACKENBERG	30	20.00	130.10	LOAN LATE CHARGES
+CC LATE FEE CR 1								20.00		
DISABILITY INSURANCE	3/10/2015	02	02	16652 183		LOTHARIUS	41	3.20	153.00	OTHER MISC INCOME
+DISABILITY INS 1								3.20		
FEE REFUND	2/21/2015	01	01	5066 020		JORS	30	3.00	130.75	STATEMENT MAILING FEE
+FEE REFUND 1								3.00		
GAP REFUND	3/10/2015	04	01	10807 020		ADTHE	23	4.13	151.10	INCOME FROM SALE OF GAP COM
+GAP REFUND								4.13		
GAP REFUND	2/10/2015	04	01	0203 020		LENZ	23	10	151.10	INCOME FROM SALE OF GAP COM
+GAP REFUND 2								10		
INTEREST CHARGE REV	3/03/2015	01	01	1104 500		HOFFMAN	04	6.94	153.00	OTHER MISC INCOME
+INTEREST CHARG 1								6.94		
MAIL FEE REVERSAL	3/17/2015	04	01	12947 020		GARTER	43	3.00	130.75	STATEMENT MAILING FEE
+MAIL FEE REVER 1								3.00		
<b>Totals</b>								<b>205</b>	<b>1,499.91</b>	

Session 4 CU\*BASE GOLD - FOCUS CREDIT UNION

File Edit Tools Help

### Fee Waivers History by Employee

Select date range from: Feb 01, 2015 [MMDDYYYY] to Mar 23, 2015 [MMDDYYYY]

Emp ID	Employee Name	Fee Description	# Trans	Total \$	Avg \$/TR	# Members	Avg \$/Member
.E	LATIEKA C	OVERDRAFT TRANSFER FEE	182	910.00	5	90	9
.E	LATIEKA C	OVERDRAFT TRANSFER FEE	71	355.00	5	63	6
-C	JOEL OWEN	SHARE DRAFT NON-RETURN FEES	37	1,110.00	30	29	38
-C	JOEL OWEN	OVERDRAFT TRANSFER FEE	17	85.00	5	15	6
-F	MICHAEL FLOWERS	SHARE DRAFT NON-RETURN FEES	9	270.00	30	9	30
-X	TROY POLING	STATEMENT STYLE FEE	1,867	5,601.00	3	1,849	3
-X	TROY POLING	OVERDRAFT TRANSFER FEE	30	190.00	5	35	5
-X	TROY POLING	SHARE DRAFT NON-RETURN FEES	30	900.00	30	26	35
00	BURLEIGH FLOATER #2	PHONE TRANSFER FEES	6	.00	0	6	0
00	BURLEIGH FLOATER #2	CASHED CHECK FEES	6	.00	0	6	0
00	BURLEIGH FLOATER #2	PRINTED CHECK FEES	1	3.00	3	1	3
12	CARLEY ROBERTSON	CASHED CHECK FEES	105	1.00	0	93	0
12	CARLEY ROBERTSON	PRINTED CHECK FEES	3	9.00	3	2	5
12	CARLEY ROBERTSON	PHONE TRANSFER FEES	2	.00	0	2	0
12	CARLEY ROBERTSON	STARTER CHECK FEES	1	2.00	2	1	2
<b>Total employees: 26</b>							
			<b>Avg \$/Emp: 421</b>	<b>4,268</b>	<b>10,955.95</b>	<b>3</b>	

Clear Filters Employee Summary

WA (652) 302915

# Data Analysis over Patronage Trends

MNMGMT #21

Session 4 CUPBASE GOLD - FOCUS CREDIT UNION

File Edit Tools Help

## Patronage Comparison

**Group 1**

Origin  Select

Designation  Select

Code  Select

Age range From 000 To 999 (Use zeroes for All)

Tier level ALL

Balance range From To 999,999,999

**Group 2**

Origin  Select

Mbr designation  Select

Reason code  Select

Gender ALL

Age range From 000 To 999 (Use zeroes for All)

Tier level ALL

Balance range From To 999,999,999

(Use zeroes for all balances. Balances are the average of the previous 3 EOM balances from the Member Balance File)

Session 4 CUPBASE GOLD - FOCUS CREDIT UNION

File Edit Tools Help

## Patronage Comparison

Group Avg

Average Last 3 Months

OR	Origin Description	Group 1				Group 2			
		Debits	Credits	Activity	Cost Factor	Debits	Credits	Activity	Cost Factor
11	ACH	2,011,502	4,151,470	14,668	3,667.00	1,473,358	3,036,300	11,436	2,859.00
1	TELLER	1,422,042	2,351,911	5,290	6,612.50	711,376	1,294,565	3,795	4,743.75
2	SHARE DRAFT FROM	1,296,928	22,126	4,004	1,001.00	1,199,994	18,315	3,675	918.75
96	AUDIO RESPONSE	1,268,179	1,287,536	5,314	265.70	1,012,499	1,005,593	5,130	256.50
3	LOAN DEPARTMENT	753,447	141,643	103	103.00	262,498	68,304	45	45.00
16	DEBIT CARD	572,857	13,102	16,803	4,200.75	512,312	16,014	15,542	3,885.50
13	ATM	518,380	61,249	8,329	2,082.25	384,165	63,338	6,887	1,721.75
22	CREDIT CARD	293,545	5,816	5,607	5,607.00	168,236	8,095	3,446	3,446.00
10	CERTIFICATE	207,406	206,396	131	131.00	371,248	373,502	132	132.00
15	PHONE OPERATOR	126,519	109,731	279	279.00	132,696	79,877	244	244.00
7	JOURNAL ACCT TRA	105,044	105,053	1,209	120.90	62,859	68,457	752	75.20
8	ERROR CORRECTION	69,585	52,245	306	306.00	20,843	166,971	216	216.00
99	AUTOMATIC SYSTEM	17,454	7,651	3,600	180.00	8,646	2,724	2,667	133.35
4	DIRECT POSTING	520	310,286	869	651.75	434	186,134	568	426.00
14	SHARE DRAFT STOP	50	0	2	2.00	66	0	2	2.00
5	PAYROLL DEDUCTIO	0	19,901	66	16.50	0	6,835	46	11.50
		8,663,466	8,846,918	66,580	25,226.35	6,313,230	6,395,112	54,583	19,116.30
		# Mbrs 3,591				# Mbrs 2,614			

Change Filters

Avg by Group/Mbr/Trx

Show Filters in Effect

Click to compare groups for a specific origin.

Copy Group 1 Filters

WA [5448] 3/23/15

More patronage analysis tools are also coming soon...



WA [5447] 3/23/15

# Data Analysis about Duration & Cash Flow

Session 3 CU\*BASE GOLD - ABC CREDIT UNION

File Edit Tools Help

## Loan Payment Activity

Filters

Loan payment activity for  Closed end or  LOC

Analyze payments received during **Feb 2015** [MMYYYY]

Loan payment frequency **Monthly**

Product

Business unit

Loan category

Collateral type

Current credit scores between  and

Interest rates between  **0.000** and  **0.000**

*i* The primary purpose of this application is to get a breakdown of loan pay Use the filters below to refine the data for your specific needs.

Save Filter for CE Trend

Save Filter for LOC Trend

← → ↑ ↓ ⏪ ⏩ ⏴ ⏵ ⏶ ⏷ ⏸ ⏹ ⏺ ⏻ ⏼ ⏽ ⏾ ⏿



Session 3 CU\*BASE GOLD - ABC CREDIT UNION

File Edit Tools Help

## Loan Payment Activity Summary - Closed End

December 2014

	Expected			Actual				Variance			
	BOM Balance	F	# of Pmts	Total \$ of Payments	ECM Balance	# of Pmts	Total Pmt \$ Collected	Accrued Int Collected	Net Principal/ Misc Funds	# of Pmts	Total Funds Collected
Over pmts	761,792	M	52	18,904	738,908	87	26,575	3,553	23,022	35	7,671
Under pmts	199,778	M	10	4,392	199,158	9	990	196	794	1-	3,482-
Expected	304,370	M	20	7,134	298,580	20	7,134	1,318	5,816		
Payoffs	0	M	0	0	0	0	0	0	0		
Net over/un	961,570	M	62	23,297	938,066	96	27,566	3,750	23,816	34	4,269
No payment	59,961	M	3	1,451	59,996	0	0	0	0	3-	1,451-
<b>Total</b>	<b>1,265,948</b>		<b>82</b>		<b>1,236,646</b>	<b>116</b>		<b>5,068</b>		<b>34</b>	<b>4,269</b>
				<b>30,431</b>			<b>34,780</b>		<b>29,632</b>	<b>41%</b>	<b>14%</b>

*i* Note: Members fall into categories based on expected payment amount not expected number of payments.  
 The total row is the sum of over payments + under payments + expected payments + payoffs.  
 The net over/under row is the sum of the over payments + under payments.  
 The no payment row shows the expected payments with no payments received.

Filters

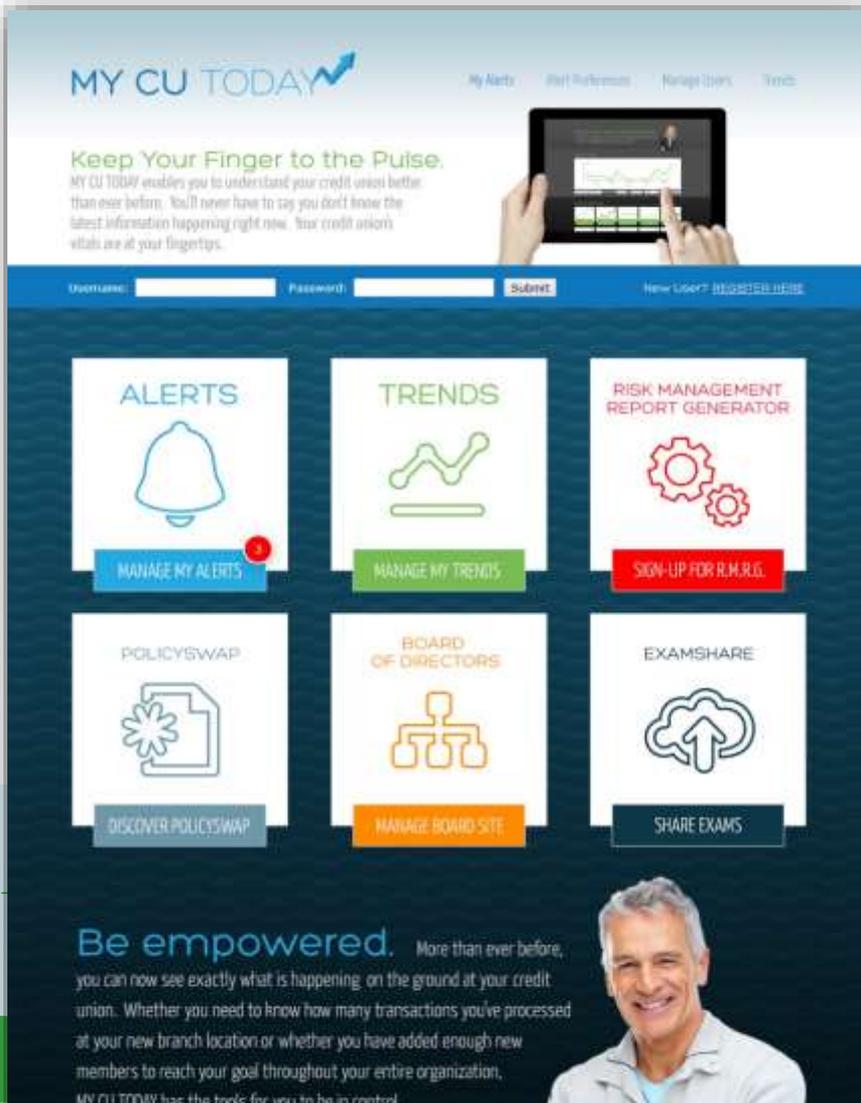
Weekly

← → ↑ ↓ ⏪ ⏩ ⏴ ⏵ ⏶ ⏷ ⏸ ⏹ ⏺ ⏻ ⏼ ⏽ ⏾ ⏿



# Data Analysis via External Data Warehouses

MY CU TODAY 



MY CU TODAY 

My Alerts | My Performance | Manage Users | Trends

### Keep Your Finger to the Pulse.

MY CU TODAY enables you to understand your credit union better than ever before. You'll never have to say you don't know the latest information happening right now. Your credit union's vitals are at your fingertips.

Username:  Password:   [New User? REGISTER HERE](#)

#### ALERTS



[MANAGE MY ALERTS](#)

#### TRENDS



[MANAGE MY TRENDS](#)

#### RISK MANAGEMENT REPORT GENERATOR



[SIGN-UP FOR R.M.R.G.](#)

#### POLICYSWAP



[DISCOVER POLICYSWAP](#)

#### BOARD OF DIRECTORS



[MANAGE BOARD SITE](#)

#### EXAMSHARE



[SHARE EXAMS](#)

**Be empowered.** More than ever before, you can now see exactly what is happening on the ground at your credit union. Whether you need to know how many transactions you've processed at your new branch location or whether you have added enough new members to reach your goal throughout your entire organization, MY CU TODAY has the tools for you to be in control.



MY CU TODAY 

WELCOME BACK David Damstra [Logout](#)

## What's goin' on?

More than ever before, you can now see exactly what is happening on the ground at your credit union. MY CU TODAY has the tools for you to be in control.



Credit Union:  Branch:

 <p>Checking (+) Accounts</p>	 <p>Checking (\$) Balance</p>	 <p>Checking Average Balance</p>	 <p>Escrow (+) Accounts</p>	 <p>Escrow (\$) Balance</p>
 <p>Escrow Average Balance</p>	 <p>New Members Today</p>	 <p>Shares (+) Accounts</p>	 <p>Shares (\$) Balance</p>	 <p>Shares Average Balance</p>

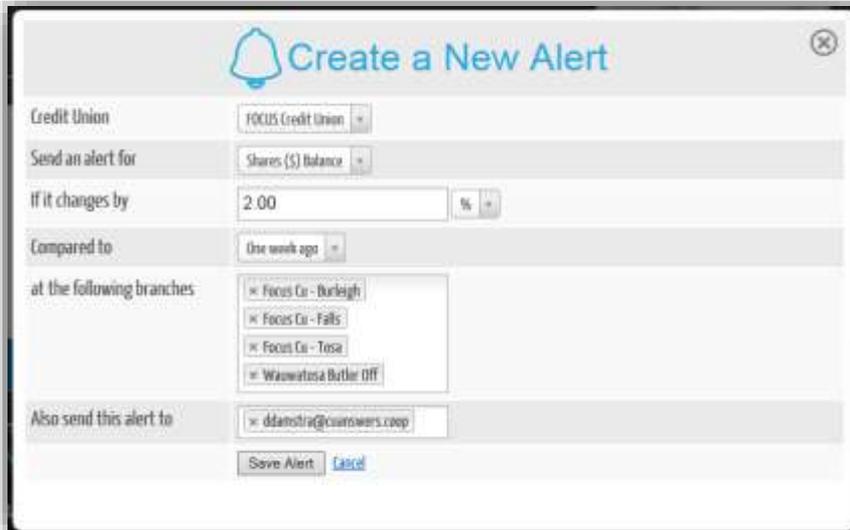
### ADDITIONAL TRENDS

Balance Data	<a href="#">Show/Hide</a>
Member Data	<a href="#">Show/Hide</a>
Transaction Data	<a href="#">Show/Hide</a>

# Data Analysis via External Data Warehouses

MY CU TODAY 

Push alerts to the people who need a trigger to act on data



**Create a New Alert**

Credit Union: FOCUS Credit Union

Send an alert for: Shares (\$) Balance

If it changes by: 2.00 %

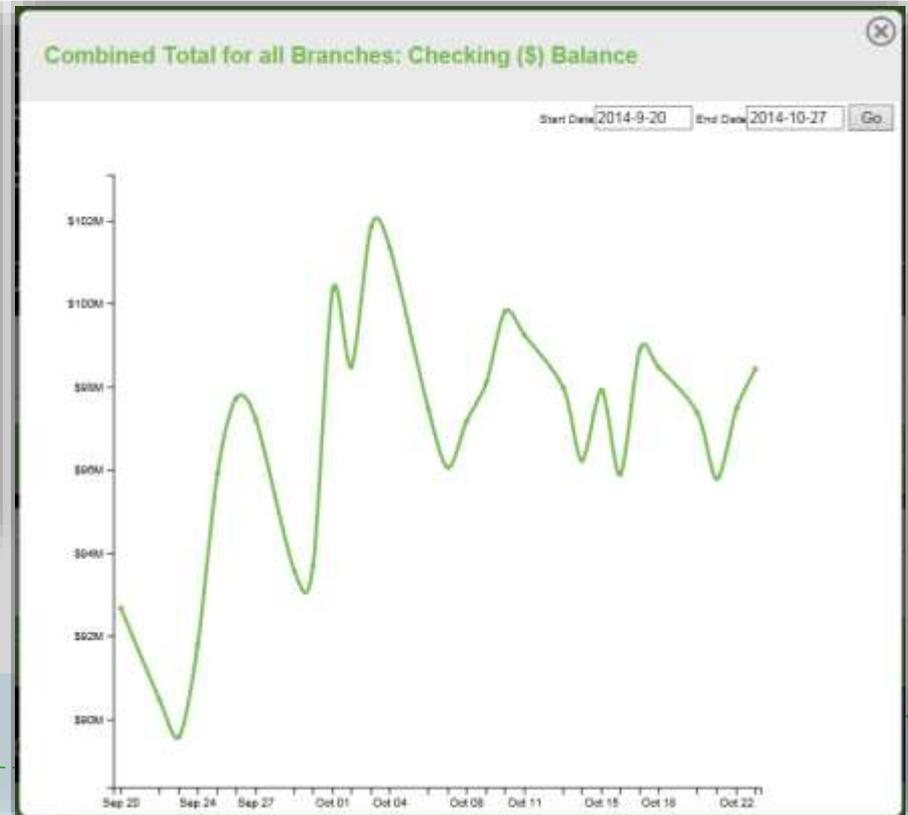
Compared to: One week ago

at the following branches:

- Focus Cr - Burleigh
- Focus Cr - Falls
- Focus Cr - Tosa
- Wauwatosa Butler Off

Also send this alert to: ddato@focuscu.com

Invite people to a warehouse of data to see the answers



# Data Analysis via External Data Warehouses



From:  no-reply@cuanswers.com Sent: Fri 6/6/2014 5:30  
 To:  Joe Linstrum  
 Cc:  David Damstra  
 Subject: MyCUToday Alerts : Honor Credit Union June 6



## MyCU Today Alerts

Monroe Credit Union  
 Daily alerts for John Smith

#	Balance Data	Area of Interest	Sunday June 6	% Change	Compared to	Compared to average over last			
						30	90	180	366
1	Berrien Springs	Checking (\$) Balance	\$9,700,593	2.5	Wed Jun 4	\$9,647,196	\$9,698,917	\$9,698,917	\$9,698,917
2	Dowagiac	Escrow (\$) Balance	\$35,812	-2.2	Wed Jun 4	\$33,598	\$32,398	\$32,398	\$32,398
3	South Haven	Checking (\$) Balance	\$2,487,974	15.4	Wed Jun 4	\$2,095,777	\$2,186,015	\$2,186,015	\$2,186,015

#	Member Data	Area of Interest	Sunday June 6	% Change	Compared to	Compared to average over last			
						30	90	180	366
1	Niles	Closed Mbrs Y-t-d	145	2.1	Wed Jun 4	136	106	106	106
2	South Haven	Closed Mbrs Y-t-d	98	2.1	Wed Jun 4	89	71	71	71
3	Plainwell	New Members Y-t-d	137	2.2	Wed Jun 4	119	102	102	102
4	Coldwater	Closed Mbrs Y-t-d	151	2.0	Wed Jun 4	140	112	112	112

#	Transaction Data	Area of Interest	Sunday June 6	% Change	Compared to	Compared to average over last			
						30	90	180	366
1	Saint Thomas	Shares (\$) Deposits	\$0	-100.0	Sat Jun 7	\$30,025	\$29,622	\$29,622	\$29,622
2	Saint Thomas	Shares (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$28,217	\$31,224	\$31,224	\$31,224
3	Saint Thomas	Checking (#) Deposits	0	-100.0	Sat Jun 7	78	77	77	77
4	Saint Thomas	Checking (\$) Deposits	\$0	-100.0	Sat Jun 7	\$59,802	\$65,830	\$65,830	\$65,830
5	Saint Thomas	Checking (#) Withdrawals	0	-100.0	Sat Jun 7	453	442	442	442
6	Saint Thomas	Checking (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$61,436	\$67,462	\$67,462	\$67,462
7	Saint Thomas	Certificates (\$) Deposits	\$0	-100.0	Sat Jun 7	\$4,797	\$6,309	\$6,309	\$6,309
8	Saint Thomas	Certificates (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$5,458	\$7,151	\$7,151	\$7,151
9	Saint Thomas	Escrow (\$) Deposits	\$0	-100.0	Sat Jun 7	\$182	\$174	\$174	\$174
10	Saint Thomas	Loans - Closed End (\$) Deposits	\$0	-100.0	Sat Jun 7	\$8,389	\$7,819	\$7,819	\$7,819
11	Saint Thomas	Loans - Closed End (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$14,199	\$10,251	\$10,251	\$10,251
12	Saint Thomas	Loans - Open End (\$) Deposits	\$0	-100.0	Sat Jun 7	\$4,426	\$4,577	\$4,577	\$4,577

## CONCLUSION

- It's easy to see what we should talk about as peers when it comes to the industry – there's plenty to share, there are many opinions, and doing it together make sense so that we learn with and from each other
- It's a bit harder to pinpoint exactly what more we should do to ensure a CFO's voice is heard in the CUSO's development decisions
- And finally, is it better to get CEOs to open up CEO Strategies to include CFOs, or do we need to design a CFO School and Roundtable event? Only you can say
- What do you want me to champion for the 2016 business year?

**THANKS FOR THE DAY!**