

CORE VALUES

We believe in and are committed to:

- ◆ Enriching and nourishing the lives of our members, our staff and their families;
- ◆ Unfailingly operating with integrity, professionalism and ethical behavior;
- ◆ Providing a financially secure institution that complies with the laws and regulations that govern it;
- ◆ Maintaining a solid financial condition by responsibly managing members' financial resources;
- ◆ Providing respectful, courteous, timely and unbiased personal service;
- ◆ Maintaining confidential records and transactions; and
- ◆ Ensuring that members' opinions are heard and valued.

VISION

Building Trust...Enriching Lives

MISSION

Improve our members' financial positions through the *managed* growth of the credit union.

GOALS AND STRATEGIES¹

1. Capitalize on diverse opportunities
 - ◆ We retain current members by continuously improving member services;
 - ◆ We work actively to increase overall membership;
 - ◆ We anticipate and prepare for changes in the condition of the economy;
 - ◆ We seek out new and varied opportunities to increase the loan portfolio; and
 - ◆ We strive to double credit union assets every ten years.

2. Seek out and act on good-fit partnership opportunities

¹ All seven Goals have equal value and weight in terms of importance; numbering is for ease of identification only.

- ◆ We leverage resources and provide quality services by collaborating with other organizations.
3. Target environmentally friendly opportunities
- ◆ We design loan programs and other services to support the conservation of energy and other natural resources; and
 - ◆ We seek out and participate in innovative programs.
4. Target populations within the state that mesh well with our vision and strengths
- ◆ We provide a range of business services to attract new members whose business success strengthens employment opportunities;
 - ◆ We actively engage young people in the credit union movement and increase their percentage of membership; and
 - ◆ We identify and serve groups of underserved people.
5. Pursue innovations and services
- ◆ We routinely ask our members and the community what programs and services they want and need;
 - ◆ We implement programs that are responsive to identified needs;
 - ◆ We deliver services using innovative and reliable technologies; and
 - ◆ We maintain open and ongoing communication with our members.
6. Provide superior financial service
- ◆ We deliver service that is accurate, non-judgmental, resourceful, flexible, comprehensive, fair and equal;
 - ◆ We keep the financial well-being of our members foremost in our actions;
 - ◆ We recruit, hire, train and empower staff;
 - ◆ We recruit, develop and nurture volunteers; and
 - ◆ We strive to secure a new headquarters building with drive through capability.
7. Assist members to understand and improve their financial position
- ◆ We deliver products and services which are in the best interest of our members; and
 - ◆ We provide financial education to targeted populations.
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