

# SOUTHEASTERN CUNA MANAGEMENT SCHOOL



SECOND YEAR PROJECT  
*For 2015 School Year*



**SRCUS**  
Southeastern  
Regional  
Credit Union  
Schools

# The Project Defined

The implementation of the project

- Expectations
- Requirements
- Students same credit union
- Submission dates
- Support
  - leagues
  - graders

# Project Timeline

## Formatting guidelines

- Expectations
- Type
- Separating sections
- Assembly

# Biographical Sketch

- Historical data
- Historical growth
- Comparative balance sheet
- Ratios
- Operational analysis

# Nature of Membership

- Field of membership
- Profile of membership
- Age bracket
- Share account breakdown by average balances
- Percentage of average share account balances for age segmentations

# Competitor Analysis

## My credit union

- How do you compete
- List disadvantages
- How would you remedy
- How has competition affected your members

# Present Membership Services

- Evaluation of your credit union services in comparison to competing financial organizations + - =
- How much money and what percent of the annual expenses has been spent on member education and promotion in each of the past five years?

# Credit Union Performance

## Credit union relationships

- With the member
- With the chapter
- With the league
- With legislators and public opinion makers
- With other financial institutions
- With the community
- With supervisory authorities
- Board and Manager's relationship to each other



# SWOT Analysis

Some examples:

- Strengths
  1. Quality reputation
  2. Broad product line
  3. Modern facilities
- Weaknesses
  1. High teller turnover
  2. Weak relationship with sponsoring organization
  3. Lack of functional cost system for establishing service charges
- Priority Actions Needed: (to build on strengths, or reduce/eliminate weaknesses)

# External Analysis

## Threats/Opportunities

- Threats: Areas of concern outside the credit union
- Opportunities: External areas where your credit union has, or can create, an advantage in the market place

# External Environmental Analysis

- Areas to be covered
  1. Political
  2. Social
  3. Economic
  4. Technological
  
- Focus on
  1. Factor
  2. Assumptions
  3. Impact on credit union
  4. Credit union response

# Short Term and Long Term Goals

- At least two and no more than five of your short-term goals and long-term goals
- At least one short term goal and one long term goal should pertain to your specific job duty at your credit union and the goal should be specific to your credit union

# Instructions for Developing Goals and Long-Term Objectives

- Goals and objectives are clear, concise, and measurable statements of important results for your organization
- Key decisions
- Limitations
- Policy modifications
- Cost/benefit analysis
  1. Benefits expected
  2. Resources required
  3. Estimate of cost

Cont'd

# Instructions for Developing Goals and Long-Term Objectives

- Action Plans

1. The development of specific action steps leading to goal achievement
2. The assignment of specific responsibility and accountability for each action step to a specific individual, and
3. Determination of deadlines or target dates for completion of each action step

# Guidelines for Writing S.M.A.R.T. Goals

**S**pecific

**M**easurable

**A**ttainable

**R**ealistic

**T**imely

## Characteristics of a Measurable Goal

- Written in terms of desired results or outcomes
- Has a specific time frame-work or deadline
- Norm or standard for judging success; how can we tell when we've achieved the goal or objective; how do we measure
- Realistic or obtainable
- Understandable