

2018 AWARDS PROGRAM



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CULCT AWARDS

The Credit Union
League
of Connecticut 

2018 Credit Union League of Connecticut Awards Program

Each year, the League presents awards to credit union management, staff, and volunteers for individual accomplishments and to credit unions for outstanding contributions to their members, communities and the credit union movement.

Please review the awards detailed in this packet. There is no fee to submit an award. All affiliated credit unions, their employees, and volunteers are encouraged to participate in the 2018 League Awards Program.

The deadline for all award submissions is Friday, March 16, 2018.

The Dora Maxwell and Louise Herring Award descriptions and entry forms are not included in this book. Information regarding these two awards will be sent under separate cover as soon as information is available from CUNA.

Connecticut credit unions should be proud of the many accomplishments that have improved the lives of their members and strengthened the credit union movement. This is our opportunity to honor you for your outstanding work.

Entry Options

Submit your application securely online at www.culct.coop/award-programs.

Selection Process

Entries submitted will be reviewed and decided by judges comprised of credit union representatives throughout the state and national industry experts. Any submissions received may be used by the League to exhibit how credit unions and credit union leadership benefit their communities. Submissions may also be used in League publications and advocacy efforts.

Awards Presentation

Awards will be presented to the winning credit unions at the League Annual Meeting. This year's Annual Meeting & Partner Expo will be on April 23 & 24 at Mohegan Sun Resort.

Questions?

Please contact Chris Whalen at cwhalen@culct.coop or 203-608-7060.



Outstanding Credit Union Professional Award

The Outstanding Credit Union Professional Award honors and recognizes a credit union employee whose performance exceeded expectations and/or made a significant contribution to their credit union or the credit union movement. Whether the inception of a program was in 2017 or someone has been delivering outstanding work over the past 10 years, all paid credit union employees of affiliated credit unions are eligible to be nominated. Chapter officials, credit union volunteers, management and staff may make nominations. Self-nominations are welcome.

Selection Process

The Awards Committee will look favorably on entries that focus on initiatives that help credit union members. Examples include, but are not limited to:

- Developing a new loan product to help the underserved
- Introducing a new service to members that enhances member relationships
- Providing financial education to members
- Promotion of the credit union movement

Entry Submission

An overview of no ~300 words that summarizes the accomplishments of the professional. Summaries must also include the nominee name, credit union, and current and previous positions held in support of credit unions.

Credit Union Volunteer Recognition Award

The Credit Union Volunteer Recognition Award honors and recognizes volunteer Board or Supervisory members who exemplify extraordinary commitment to the credit union movement. The award is a symbol to all volunteers that their efforts and time are greatly appreciated. Chapter officials, credit union volunteers, management and staff may make nominations. Self-nominations are welcome.

Selection Process

The Awards Committee will look favorably on entries that focus on volunteers who have gone above and beyond their required duties to help members, credit union employees, or the credit union movement as a whole. Examples include, but are not limited to:

- Mentorship of a credit union employee
- Additional volunteer time given to credit union community/education initiatives

Entry Submission

An overview of ~300 words that summarizes the accomplishments of the volunteer. Summaries must also include the nominee name, credit union, and current and previous positions held in support of credit unions.



Marketing Excellence Awards

The Marketing Excellence Awards honor and recognizes credit unions that demonstrate exceptional marketing efforts. Award submissions are divided into six categories with no weight given based on asset size. All affiliated credit unions of any asset size are encouraged to submit an entry to each category that applies to only their **2017 efforts**. Credit unions may submit no more than one entry per category.

Award Categories

Direct Marketing

Any form of marketing communication that is direct to members. It can be a specific target group of your membership, all of your membership, and/or a targeted potential-member base. Examples include direct mail, targeted emails, in-branch displays, credit union mobile app/website marketing, or other direct communications. Digital remarketing campaigns would fall into this category. Submissions may include more than one communication to show a multi-channel campaign approach.

Mass Media Marketing

Any type of promotion, advertising, or campaign that are considered forms of mass media marketing. Examples include TV, radio, print ads, billboards, digital ads (non-remarketing), or any other form of mass media.

Public Relations Marketing

Any type of press release, letter to the editor, op-ed, or community event that demonstrates the credit union's commitment and success with the local media. Submissions should include the original press release as well as copies (links or scans) of all the media pick-up acquired.

Social Media / Content Marketing

Any campaign focused on the use of social media as the primary platform is eligible for submission. Examples include giveaways, hashtag (#) campaigns, social media specific ads, promoted posts, blogging, or infographics. Submissions must show engagement results.

Website & Mobile App Launch/Redesign

Any credit union that either launched or completely redesigned their website or mobile app is eligible for submission. Submissions must provide at least three screenshots of the new website or app and screenshots of the old website or app are highly encouraged. If website and mobile app were launched or redesigned at the same time, both can be included in one submission.

Wild Card Entry

The Wild Card entry is for submissions that do not fit into one of the above categories. Examples may include, but are not limited to guerilla marketing, credit union rebranding (new name, logo, etc.), branch redesign (incorporating brand), and event marketing.



Marketing Excellence Awards (Continued)

Selection Process

The Awards Committee will look favorably on entries that are able to demonstrate the best overall strategy, creative concept, and relative results.

- Strategy – What was the strategy behind the promotion? Did the strategy make sense given the credit union's marketplace position and competition?
- Creative Concept – Was the concept consistent with the strategy and objectives? How well did verbal and visual messages communicate the credit union's message? Were the ideas fresh?
- Results – How successful was the promotion, given its objective, budget, and strategy? Did the idea behind the entry produce the intended results?

Entry Submission

An overview of no more than 500 words (per category) that summarizes the strategy, creative concept, and results.

Category Samples

Samples can be submitted by uploading files with online entries. If you must mail, please contact Chris Whalen at cwhalen@culct.coop.



Connecticut CULAC Summit Award

The CT CULAC Summit Award honors and recognizes credit unions for their support of Connecticut's elected officials.

Qualification Process

A credit union can qualify for a CT CULAC Summit Award through personal contributions only. Goals are based on the total number of employees listed in the previous year's December NCUA 5300 report multiplied by \$15.

Entry Submission

No nomination or entry form is necessary for this award.

Political Volunteer Service Award

The Political Volunteer Service Award is an annual award recognizing an individual who has volunteered their services the most to help the League raise funds for CULAC.

Entry Submission

No nomination or entry form is necessary for this award.

Connecticut Credit Union Charitable Foundation Award

The Connecticut Credit Union Charitable Foundation Award honors and recognizes credit unions for the most Charitable Foundation Raffle ticket sales.

Selection Process

The Connecticut Credit Union Charitable Foundation Award will be given for the most Raffle ticket sales in the following asset categories:

- Under 5,000 members
- 5,000 – 14,000 members
- Over 14,000 members

Entry Submission

No nomination or entry form is necessary for this award.



Quarter and Half Century Credit Union Honor Awards

The Quarter and Half Century Credit Union Honor Awards honor and recognize credit union volunteers and staff who have dedicated a minimum of 25 or 50 years of service to the credit union movement, respectively. Self-nominations are welcome.

Eligibility

Credit union volunteers or employees who have given service for a cumulative total of 25 years, 50 years, or more in any capacity are eligible for the award. The years of the honoree's service can be an accumulation of service to one or more credit unions and may be made posthumously. There is no limit to the number of honorees that can be recognized by a credit union.

Entry Submission

Entries for the Quarter and Half Century Awards should contain the following information pertaining to the Honoree:

- Full name
- Years of credit union service including;
 - Credit union name(s)
 - Date ranges
 - Positions held
- List of applicable League committees served on
- List of other applicable League activities participated in
- List of all applicable credit union distinctions held
- Indicate if this award is being made posthumously

Important Note: Please do your own due diligence to make sure you're not renominating past honorees. For example, if you submitted John Doe to be honored on 25 years in 2016, you cannot nominate John for 27 years in 2018. You may however renominate John once he has served for 50 years.

