

CAPROCK SANTA FE CREDIT UNION

CREDIT UNION STATEMENT OF COMMITMENT TO MEMBERS

April 2017

Caprock Santa Fe Credit Union is a member-owned not-for-profit financial cooperative that's sole purpose is to serve its members regardless of social or economic status. We are committed to the promotion of the financial well-being of our entire membership in as many ways as feasibly possible by providing stability, member-driven services, competitive rates, reasonable fees, personal service and technical advances that enhance and expand services. We will treat our members with dignity and respect and will provide services for the entire family in an economical, efficient and effective manner. As a member of our community we will participate in programs that favorably affect the community and its citizens, and we will to the fullest extent possible seek solutions to its social problems and concerns. As a member of the credit union movement, we will join with others in a cooperative spirit to insure that the movement as a whole remains strong and that the rights of our members remain in tact.

We will use meaningful communication methods to keep members, potential members, legislators, regulators and the Slaton community informed of our services so that they will understand and appreciate the unique role that we -- as locally owned, member-owned financial cooperatives -- play in their lives.

Throughout Caprock Santa Fe Credit Union's strategic plan, we will put forth every effort to enable our members to become financially self-sufficient and successful. We will place high importance on consumer education and the teaching of financial thrift.

This Statement of Commitment to Members is consistent with our credit union principles of "Not For Profit, Not For Charity, But For Service" and our philosophy of "People Helping People." This statement represents good business practices that ensure the financial strength of our credit union on behalf of our members.

Section 1: Service to Members

Caprock Santa Fe Credit Union strives to offer a wide range of services designed to improve the economic and social well-being of all members from the very youngest to the oldest. We pride ourselves on being a "family oriented financial friend--where lifetime relationships begin." We want to be "number one" when it comes to member loyalty.

We currently offer the following products and services:

- * Fast, friendly, convenient service
- * Down home atmosphere where members are treated like family
- * Savings accounts
- * GEM checking accounts

- * Visa Debit/ATM Cards
- * Money Orders
- * Check copies
- * Cash Management (Money Market) account
- * Traditional IRA accounts
- * Certificates of Deposit
- * Critter Club (ages 1 day - 6 years)
- * Critter Club II (ages 7 - 10 years)
- * Junior Hi Club (ages 11 - 13 years)
- * Senior Hi Club (ages 14 - 17 years)
- * College Bound (ages 18 -22 years)
- * Organizational accounts
- * Direct Deposit of government and payroll checks
- * Night Depository
- * ACH credits and Debits and ACH Origination
- * Wire transfers
- * Western Union
- * Payroll Deduction
- * MasterCard/MasterCard Gold
- * Personal and Line of Credit loans
- * Small balance personal loans
- * Risk based pricing on loans
- * Collateralized loans (Any on-the-road vehicle less than 12 years old)
- * Member paid single life and single disability insurance
- * Financial/Budget counseling
- * Accidental Dismemberment and Death Insurance up to \$1,000 at no cost
- * Notary, FAX and copy services available at no or minimal cost
- * GAP insurance
- * Mexico travel insurance
- * Rt. 66 Extended Warranty Insurance

New Service in 2016:

- * EMV Debit Cards

New Services in the 2017 Strategic Plan:

- * Updated Online Banking Program
- * On-line bill paying

Section II: Member Education

Caprock Santa Fe Credit Union is committed to member and consumer financial education. In addition, we are committed to educating members and consumers, alike, about credit union uniqueness, philosophy and values.

Current Programs that Support Member Education and Advocacy:

- * **“Quarterly Opportunities”** – Our newsletter informing members of events, opportunities and educational information.
- * **www.CSFCU.com** -- Our informational website explaining our uniqueness, our objectives, our services and our field of membership.
- * **Seminars & individual counseling** are designed to help members understand checking accounts, to develop budgets and to do simple financial planning.
- * **Trick-or-Treat** – Halloween Bags given to children to introduce them to the credit union.
- * **Open Houses** -- International Credit Union Day and Christmas provide opportunities to inform our members of the uniqueness of credit union membership through fellowship.
- * **Annual Easter Event** -- We utilize this event to introduce children to our youth clubs and to get their foot in the door to systematic savings at an early age.
- * **Quarterly Member Appreciation Drawing** -- Our members put their name in drawing each time they come into the office or send it by mail. Attention is drawn to a new service each quarter and if member is selected, a monetary prize is given for each different type of account held in the credit union.
- * **Hidden Number Contest** is used as an incentive to get members to read quarterly newsletter.

Section III: Involvement/Governance

Caprock Santa Fe Credit Union endeavors to preserve credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

We are currently addressing this as follows:

- * **Board elections** -- Elections are held in April of each year at our Annual Meeting. Meeting is mentioned in January newsletter and an article appears in the April newsletter. An ad is published in the local paper prior to the meeting announcing the time and place. Reminders are placed on receipts.
- * **Limited Board terms** -- Board members are limited to serving two consecutive terms to encourage new volunteers to serve.
- * **Committees** -- The board of directors appoints ten committees to assist the board in determining the direction of affairs of the credit union. These committees consist of board members and non board volunteers.

Section IV: Diversity

Caprock Santa Fe Credit Union will operate as a democratically controlled, member-owned cooperative by focusing management, staff and volunteers on diversity in the leadership and staff of the credit union.

We are currently addressing the above as follows:

- * **Demographic Study** -- in preparing for annual Strategic Planning meeting, we do a demographic study by age to determine how we can best serve our membership.
- * **Nominating Committee** – Committee is also asked to seek candidates from all SEGS and not just main sponsor. Current 9 man board represents several employee groups.
- * **Equal Employment Opportunity** -- Caprock Santa Fe Credit Union seeks out volunteers, staff and management that reflect the diversity of our membership.

Section V: Commitment to the Credit Union Movement and other Cooperative Activities

Caprock Santa Fe Credit Union will work to build and strengthen a unique credit union movement by providing financial and in-kind resources throughout the credit union community, and by actively advocating the credit union difference at all levels of government and in other appropriate public forums.

We are currently doing the following:

- * **Chapter involvement** – Our staff and volunteers are encouraged to participate on a regular basis in chapter activities. Our credit union consistently provides an officer and participates in cooperative chapter events such as newspaper advertising campaigns, Lubbock Chamber of Commerce Business Exposition and billboard advertising.
- * **Political Activity** – Credit union members are made aware of the importance of being heard and of supporting candidates that support the credit union movement. We have participated actively in all grass roots movements supported by the CCUL by sending letters and participating in meetings and Webinars.
- * **America's Credit Union Museum, Filene Research Council, Credit Union House, Cornerstone Credit Union Foundation** -- Our credit union has provided monetary support each year to these worthwhile credit union organizations and programs.

Section VI: Public Service/Corporate Citizenship

Caprock Santa Fe Credit Union will strive to be an active partner in the community and its field of membership in ways that will enhance economic and social well-being.

* **Community support** -- Each year the credit union budgets to support many organizations in our community, including but not limited to:

- 1) Youth events such as Little Dribblers, T-Ball teams, Stock Shows, Football and basketball events, and summer leagues.
- 2) Chamber events such as Ag & Commerce Banquet, July 4th celebration at the park, Annual Chamber Awards Banquet, and others as developed.
- 3) Charitable organizations such as United Way, Children's Miracle Network, Lions Club, Meals on Wheels and Senior Citizens Center.

* **Public Service** -- The CEO and other staff participate in community organizations as a means of promoting the good will of the credit union within the community including but not limited to:

- 1) Providing programs for various civic groups and clubs when requested.
- 2) Serving as Director of the Slaton Chamber of Commerce
- 3) Serving as Director of the Housing and Urban Development
- 4) Serving as Director of the Railroad Heritage Association
- 5) Serving as Director of the Slaton Area Endowment

* **Youth Education** – April is National Financial Literacy Month. The CEO and other staff members are providing programs as follows:

- 1) Money Management and Biz Kids training after school at Credit Union offices
- 2) Money Management and Biz Kids training at St. Joseph during class time
- 3) Money Management and Biz Kids programs at Slaton ISD campuses