

ALASKA



2010 Statistics

- ▶ **7,500** members received formal financial counseling
- ▶ **48,351** members received financial advice in **21,542** hours of advice
- ▶ **10,572** members entered into a debt management plan
- ▶ **109** members were assisted with a mortgage workout
- ▶ **94** classroom presentations were provided to **2,615** students
- ▶ **29** adult financial education seminars were conducted for **447** consumers
- ▶ CUs partner with **17** schools, community groups or govt agencies to provide financial education
- ▶ Alaska CUs spent **\$147,500** (excluding staff time) on financial literacy programs

In the Spotlight

Credit Union 1, based in Anchorage, AK, was awarded Honorable Mention for the 2010 Desjardins Youth Financial Education Award for their in-school branch, in class training, Career Panel and NextGen programs.

Alaska Credit Unions serve a unique membership, with unique challenges when it comes to financial education. The size of the state and the geographic disbursement of the population pose transportation and communication challenges for any education initiative. Further, Alaska is one of the minority of states with no state mandated economic education within the school systems.

However, Alaska Credit Unions have long placed a priority on Financial Literacy, and in recent years it has become a main focus of the Alaska Credit Union League. Credit Union members in Alaska have access to a wide range of financial literacy resources, and those options are expanding.

Youth Focus

Financial Literacy for youth is a key priority in Alaska. In 2010 there were 15 in school branches in Alaska, and 2,615 Alaskan students received financial education in the classroom that was provided by a Credit Union. These programs not only



provide necessary education, but introduce Alaskans early to the role that Credit Unions play in their communities.

Alaska Credit Unions are working with other community organizations to assist the school districts in implementing economic education curriculum in the classroom. That initiative has seen success

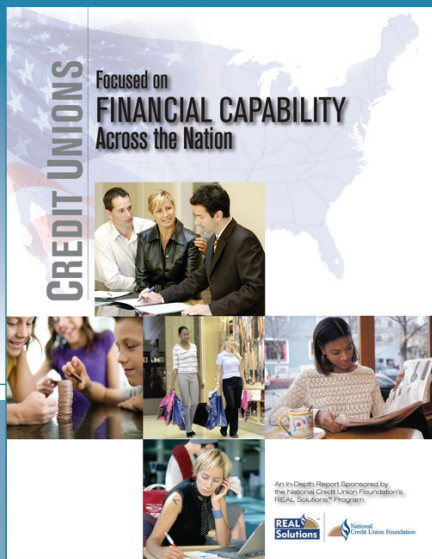
in Anchorage, Alaska's population center, reaching 9,000 students so far with a curriculum of more than 50 lesson plans addressing economics, personal finance and entrepreneurship. The partnership is now looking at distance learning opportunities to make that training available statewide.

Finally, Alaska Credit Unions believe in the power of experiential learning for youth. The Alaska Credit Union League was a charter sponsor of Business Week, a week long camp for teens where they learn critical entrepreneurship skills. Also, financial fitness workshops for teens have been offered for some time, and the Alaska Credit Union League plans to offer its first Reality Fair in fall 2011.

Credit Union Impact

In addition, over 400,000 Alaska Credit Union members have access to in-branch and online financial education resources, and 29 seminars were offered to consumers, reaching 447 people. In 2010, over 50,000 Alaskans received some form of financial counseling from an Alaskan Credit Union.





About Credit Unions

- ▶ Credit unions are not-for-profit financial institutions that adhere to cooperative principles.
- ▶ As of December 2010, 92.6 million U.S. consumers were member owners of 7,605 credit unions across the country.
- ▶ Earnings are returned to members in the form of lower loan rates, higher interest on deposits, and lower fees.
- ▶ Credit unions serve members who have a common bond such as employment, association membership, or residence in a particular geographic area.
- ▶ Every credit union is governed by a board of directors, elected by and from the credit union's membership. Board members serve voluntarily.
- ▶ Congress exempts credit unions from federal income taxes but credit unions are subject to payroll, sales and property taxes.
- ▶ Credit unions are democratically owned and controlled institutions with a "people helping people" philosophy. Each credit union member has equal ownership and one vote.
- ▶ Credit unions assist members in becoming better-educated consumers of financial services.
- ▶ Credit unions are a small but significant presence in the financial services industry. Credit unions hold approximately 6.7% of household financial assets.

Source: Credit Union National Association, Inc.

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ACROSS THE NATION

In an effort to capture the depth and breadth of existing financial capability programs, the National Credit Union Foundation (NCUF) and its REAL Solutions™ program conducted a comprehensive national study of credit-union provided member and consumer financial education and counseling. The data derived from this study quantifies the extent to which credit unions are providing opportunities for consumers to advance their financial knowledge and decision-making skills.

The data on which this report is based was collected through an online survey of U.S. credit unions. *Credit Unions: Focused on Financial Capability Across the Nation* features an analysis of information submitted by 576 credit unions of all sizes from 45 states. These credit unions represent 8% of all U.S. credit unions, and 27% of all U.S. credit union memberships as of December 2010.

In 2010, credit unions invested millions of dollars to provide financial education and counseling programs that touched millions of lives:

- ▶ **1.6 million** consumers received financial counseling and/or advice through a credit union.
- ▶ Credit union representatives presented more than **24,000** educational sessions to over **600,000** students in classrooms across the nation.
- ▶ **111,500** student members had **\$34 million** on deposit at **1,400** in-school credit union branches that encourage savings and connect financial education with financial access.
- ▶ **1.2 million** members visited or used a credit union online educational tool, resource and/or course and generated tens of millions of page views.
- ▶ **85,000** teens and young adults participated in **1,200** experiential learning events organized or provided by credit unions. Experiential learning provides participants with a taste of the real financial world in a safe and controlled environment.
- ▶ Between **19 and 24 million** credit union members have access to education and/or counseling that deals with the five individual Financial Literacy and Education Commission (FLEC) core concept categories. Credit union financial education/counseling content is designed to develop proficiencies regarding spending, saving/investing, borrowing, protecting, and earning/income.
- ▶ Credit unions invested **\$140 million** during 2010 toward improving the financial capability of members and consumers in general. Whether it be through grants, human resources or budgeted financial resources, credit unions invest heavily in member and consumer financial education/counseling.

The National Credit Union Foundation believes that access to financial products and services should always be accompanied by educational opportunities. In particular, NCUF encourages behavior change through experiential learning and one-on-one counseling/advice. This link between education and impending opportunities to make financial decisions enables people to take action based on newly gained knowledge, resulting in more financially capable and secure consumers.

Credit Unions: Focused on Financial Capability Across the Nation represents one of several ongoing projects to assist credit unions with educational program development, measurement, and implementation. In the coming years, NCUF and REAL Solutions™ will continue to gather and publish data about credit union provision of financial education/counseling.

To learn more about the **National Credit Union Foundation** and REAL Solutions™, please visit www.ncuf.coop. A copy of the full report, and individual state supplements can be found at the **REAL Solutions™ Impact Center** at www.realsolutions.coop.

