**FOR IMMEDIATE RELEASE**

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**Alaska USA Builds on its Diversity, Equity and Inclusion Strategy**

*DEI Program to Create Community, Opportunity, and Change*

**Anchorage, Alaska** – Embracing Diversity, Equity, and Inclusion (DEI) has been an integral part of Alaska USA’s culture and fundamental mission for serving members since 1948. The global cry to end racial injustice and advance equality in 2020 stirred the Alaska USA leadership team to ask the question, “Can we do better?” With a resounding “yes,” the leadership team embarked on a journey to evolve the organization’s culture by forming a DEI Advisory Committee. This committee will focus on providing career growth opportunities for internal talent and making financial investments in organizations that improve society through recognizing differences and improving access to careers in financial services.

“Our country and the world have witnessed several events involving discrimination, hate, and cruelty. As an organization, we have a social responsibility to become part of the solution. As credit unions and the broader business community have embraced diversity, equity, and inclusion in meaningful and positive ways, we too have accelerated our journey. We have seen firsthand the value of cross-cultural discussions and new collaborative partnerships that will continue to guide our interactions, help us understand our commonality, and unite us in our commitment to evolving our internal and external communities,” said Shannon Conley, Executive Director of Retail Financial Services and Ambassador of the DEI Advisory Committee.

Financial investments totaling $75,000 were made to the [African American Credit Union Coalition (AACUC)](https://urldefense.com/v3/__https:/www.aacuc.org/__;!!A_VXrLaNbVTiQw!GT1G-4UdCnP61UOu-S7eSvOLXr7oLBKiZ0pZwzdUJN9S2yW3l97fy7lnw4VcVbpWobkZ$), [Global Women’s Leadership Network (GWLN)](https://urldefense.com/v3/__https:/cuwomen.org/__;!!A_VXrLaNbVTiQw!GT1G-4UdCnP61UOu-S7eSvOLXr7oLBKiZ0pZwzdUJN9S2yW3l97fy7lnw4VcVYZm_nH4$), and the [Filene Research Institute’s Center of Excellence for Diversity, Equity, and Inclusion](https://urldefense.com/v3/__https:/filene.org/learn-something/center-for-dei__;!!A_VXrLaNbVTiQw!GT1G-4UdCnP61UOu-S7eSvOLXr7oLBKiZ0pZwzdUJN9S2yW3l97fy7lnw4VcVXgxzwWI$) in the past ten months. Recently, Alaska USA’s Senior Vice President of Corporate Relations and DEI Advisory Committee Member, Dan McCue, was inducted into the AACUC’s Hall of Fame for his years of hard work and dedication in increasing diversity within the credit union community through advocacy and professional development.

To increase employee communication and participation, a DEI resource page has been created to house all DEI communications, provide volunteer opportunities, and updates on DEI investments. Employees can also join the DEI committee or become a DEI ally and help enhance a culture of belonging by strengthening relationships and understanding of unique backgrounds.

**-more-**

**Photo**:  Members of the DEI Advisory Committee holding an award by the African American Credit Union Coalition.

**More about Alaska USA**

Alaska USA Federal Credit Union is a member-owned, not-for-profit financial cooperative with more than $10 billion in assets and more than 700,000 members worldwide. The credit union operates more than 90 branches and service facilities in Alaska, Arizona, California, and Washington State. Alaska USA offers a 24/7 Member Service Center and access to more than 55,000 surcharge-free ATMs worldwide, as well as online and mobile solutions.

Learn more at [**alaskausa.org**](http://www.alaskausa.org).

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A group of men holding a plaque

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