



BCU GIVES MEMBERS SPECIAL ACCESS TO INNOVATIVE COLLEGE PLANNING TOOLS

CHICAGO – JANUARY 2021: BCU, in partnership with Student Choice and Edmit, now provides members with special access to innovative planning tools and advising that will help student members and their families make smarter college financial decisions.

“As BCU continues to look for ways to help members achieve their financial goals, we’ve identified that paying for college is a significant investment for many students and their families,” David Brydun, vice president of consumer lending & business services said.

Beginning January 4, BCU members have free access to Edmit’s online software (a \$99 value) that offers tools and resources, like:

- **Personalized Advice:** Decision support tools and a human touch to help navigate this significant emotional, financial decision.
- **Learning Center:** Extensive guides, lists, and resources related to paying for college.
- **Software:** Personalized aid and scholarship estimates, calculators, and college recommendations.

Members can now take a deeper dive into their personalized ‘financial fit scores’ and receive accurate estimates of the costs, potential earnings outcomes, and affordability associated with each college.



Pay for college with more aid and less debt.

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“We’re thrilled to bring this optimal resource to our members.”

– *David Brydun,*
VP Consumer Lending & Business Services.

“We’re thrilled to bring this optimal resource to our members,” said David Brydun. “Greater transparency early in the college selection process will help families make far more responsible choices and avoid excessive debt. It’s opportunities like these that demonstrate how we’re helping our members discover financial freedom every day.”

With this new resource, members can get the best price possible and understand how they will pay for college with a recommendation of what combination of financial and merit aid, savings, work-study, and loans will be needed to cover college costs.

To learn more about student financing tools and resources, visit [BCU.org/Student](https://bcu.org/Student).

About BCU: BCU is a purpose-driven organization that empowers people to discover financial freedom. With over \$4.5B in assets, it’s also one of the fastest-growing Credit Unions in the last four decades. Both not-for-profit and member-owned, the Credit Union is driven by the commitment to provide extraordinary service for nearly 300,000 members across the US and Puerto Rico. BCU members enjoy access to financial services and well-being programming that inspire confidence through the brand promise **Here Today For Your Tomorrow**. Lifetime membership is offered to employees and families of America’s best workplaces and those living or working in Chicago-area communities.