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**MSUFCU Employees Join Filene Research Institute’s i3 Innovation Program**

EAST LANSING, Mich. — Two MSU Federal Credit Union (MSUFCU) employees were selected for Filene Research Institute’s i3 program, joining more than 260 credit union industry innovators.

i3 is a two-year innovation leadership program equipping top credit union professionals with the mindset, tools, and network to lead and shape the credit union of the 21st Century. The program’s applied learning model puts ‘impact’ at the center to maximize results at the individual, organizational, and community level.

“I am excited about the opportunity to participate in Filene’s i3 program and learn more about how strategy, innovation, and design thinking have an effect on our industry,” said Ami Iceman-Haueter, MSUFCU Assistant Vice President of Research and Digital Experience. “Through this program, I am looking forward to developing both a diverse skillset to share with others at MSUFCU, and throughout the industry, as well as a new perspective on how to create a positive experience for members.”

“Becoming part of Filene’s i3 program is an opportunity to learn how to facilitate innovative changes, accelerate the best ideas found inside and outside of the industry, and provide our members with strategies to help them succeed,” said Ben Maxim, MSUFCU Assistant Vice President of Digital Strategy and Innovation. “By building collaboration and implementing innovative consumer finance solutions, we can help strengthen our communities.”

Filene i3 members work in cross-functional teams to practice innovation through four experiential training modules: Building Skills to Drive Change; Insights and Ideation; Co-Creation and Proof of Concept; and Testing and Evaluation.

“Congratulations to Ami and Ben for being accepted into the Filene i3 program. We seek out the best and the brightest employees in North American credit unions to help shape the future of cooperative consumer finance,” said Mark Meyer, Filene President/CEO. “The i3 program strengthens credit unions by developing its leaders from the inside out — building competencies in individuals, organizations, and collectively across communities.”

“We are very proud that Ami and Ben were selected into the Filene i3 program,” said April Clobes, MSUFCU President/CEO. “The program inspires participants to lead as forward thinkers and change lives by creating innovative initiatives at their credit unions and throughout the industry. I look forward to the work that Ami and Ben will develop that will strengthen MSUFCU and help our employees and members achieve financial security and their dreams.”

About Filene: Filene Research Institute strengthens organizations through innovative research and incubation to improve consumer financial well-being. As an independent cooperative finance think tank, Filene’s membership network connects a community of leaders and bright minds to change lives through innovation, truth and cooperation. In addition to delivering cutting-edge, actionable academic research, Filene also provides incubators to test and scale solutions, events to spark organizations into action and advisory services to help accelerate and implement innovation. For more information, visit [filene.org](https://filene.org/). Learn more about the i3 program and learning modules at [filene.org/i3](https://filene.org/be-a-part-of-something/labs-i3/).

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named as a Top Workplace in the large employer category by the Detroit Free Press for eight consecutive years, a Top 100 Best Workplace for Women by Fortune for three consecutive years, and is in the top five Michigan credit unions by Forbes Best-in-State Credit Unions. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years, and has been certified as a Great Place to Work® for seven consecutive years. MSUFCU has also been recognized by the Credit Union National Association, recently winning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, MI, has 21 branches, more than 300,000 members, over $5.8 billion in assets, and nearly 900 employees. For more information, visit [msufcu.org](https://www.msufcu.org).

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