

**Contact**

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**Reimagining the Branch, the Workforce and Being the Change**

“So much has changed in our expectations of work and being in an office,” said Bill Cheney, President/CEO at SchoolsFirst Federal Credit Union when speaking with Susan Mitchell, CEO of Mitchell, Stankovic & Associates and Founder of the Underground. “Even with our branch traffic at the same levels pre-pandemic, we will have to be more flexible. We will need to be the change.”

Ideas into Action to be a pillar in your community:

* Listen to the Member
  + Members will tell you what they need, and you need, to survive. Open channels. Create advisory board groups. Understand your full membership.
* Be the Change
  + The world is disrupted. Be the change rather than leading through the change. There’s never been a better time to be a credit union.

[Watch the Bill’s Full Underground Chat](https://youtu.be/mn0O8wwrAAY)

Watch the [Underground Collision: Blinding Flash of the Obvious](https://youtu.be/jW8t4C1qil0) with Bill Cheney and 17 other industry throught leaders discussing the divide, human wellbeing and how credit unions can be a disruptor for good.

Save the date for the Underground Collision: We Are the World, July 13, 2021. [Register today!](https://bit.ly/Underground2021)

***# # #***

[*Mitchell, Stankovic & Associates*](http://MitchellStankovic.com/index.html) *(MSA) mission is to stand up for issues that will make a difference to a diverse world of people, the bottom line for credit unions and change member lives globally. Clients glow when asked about MSA because they know what a partnership truly means – working together to achieve financial democracy. MSA believes that credit unions have a social purpose, and its advisory services emphasize doing the right thing as good business, garnering sustainable growth and relevance within the market. From CEO Leadership Transitions to Strategic Planning and Director Advisory Services to Modernizing Board Governance, MSA consulting practice has 25 year clients who have become champions to encourage new clients from all over the world. Serial entrepreneurs, MSA consultants have founded industry initiatives like the* [*Underground Movement*](http://mitchellstankovicassoc.podia.com/)*, Global Women’s Leadership Network, CU Pride, HRD Network and they volunteer on governing bodies of Worldwide Foundation and Credit Union DEI Collective.*

*Since our founding in 1934,* [*SchoolsFirst Federal Credit Union*](https://www.schoolsfirstfcu.org/) *have been singularly focused on one thing: providing world-class personal service and financial security to our Members. This isn’t just something we say—everything thing we do, every decision we make, is with an unwavering commitment to serving the best interests of our Members.*

*Although we offer the same products and services as other financial institutions, our structure and culture are vastly different. Banks are for profit, while credit unions are Member-owned financial cooperatives, meaning our excess earnings are returned to our Members in the form of lower rates on loans, higher rates on savings, low-to-no fees, and many complimentary services. We take to heart the “people helping people” philosophy, the principle on which credit unions were founded. Pledging ourselves to this idea not only means our steadfast dedication to Member service, but also actively supporting the communities we serve through events, donations, scholarships, and financial literacy programs.*

*We serve school employees and their families across the state of California. As the largest education-based credit union in the U.S., and the fifth largest credit union by asset size, our financial stability can be attributed to one thing: continually providing our Members with world-class personal service to help them better their financial lives .*