

# How One Credit Union Successfully Implemented DEIBA—and How Yours Can, Too

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MAX VILLARONGA, RAIZ CU

AUGUST 24, 2022

**CU** Strategic Planning 

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- **Telephone: 646 558 8656**

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## Slide Link

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**Today's slides can be found online at:**  
**<http://bit.ly/2022-08-24-CUSP-DEIBA>**

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# What will we answer today?

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- What is DEIBA?
- What does the implementation and integration of a comprehensive DEIBA strategy look like?
- What are the benefits of fully committing to the process of improving DEIBA?
- How can your own credit union create a roadmap for successful DEIBA integration?

# What is DEIBA?

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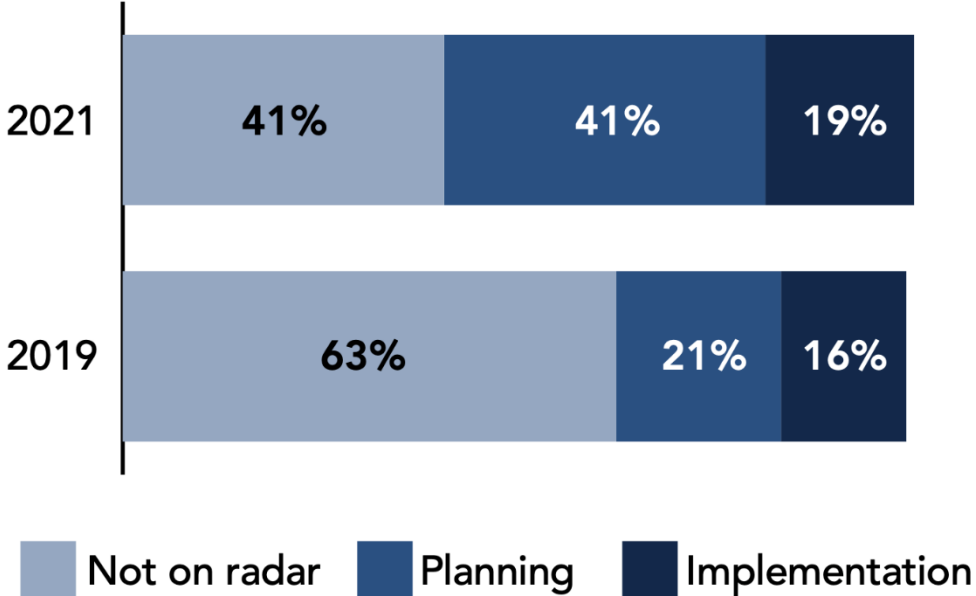


# CUNA DEI survey results

## Credit unions show significant growth on their DEI Journey since 2019

According to the annual membership survey, as of late 2021, most credit unions (60%) are focusing on DEI. One in three of these credit unions have DEI integrated into their strategies or have plans in place, if not already deployed. The remaining are exploring what DEI means to their organization and members, where to start, and how to support their efforts.

Credit Union DEI Focus  
2021 vs. 2019

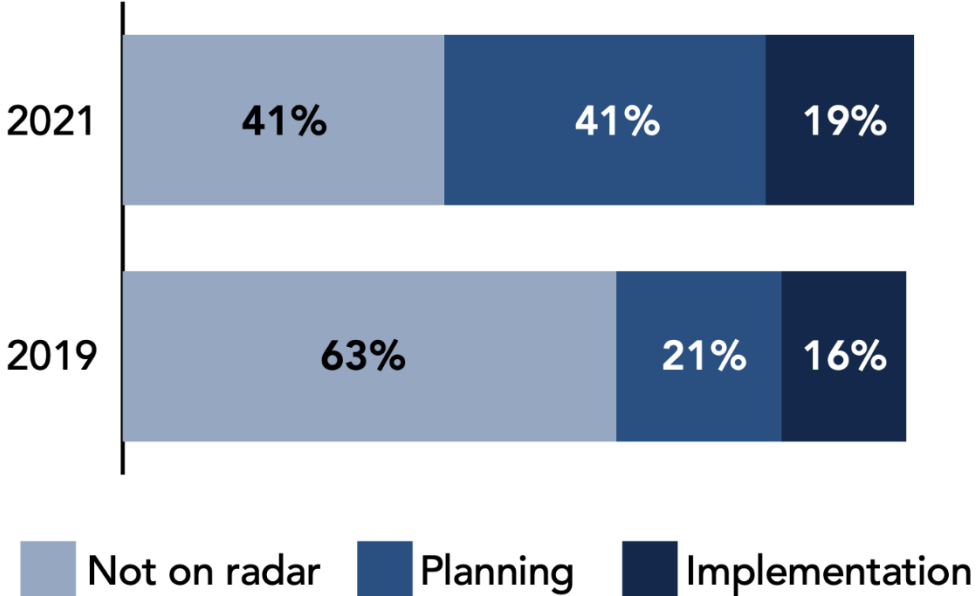


Source: CUNA

# Survey results continued

This represents **significant growth in credit unions' DEI journey since 2019**, when most credit unions (63%) reported not having any DEI-specific efforts in place and not having plans to initiate any in the following year.

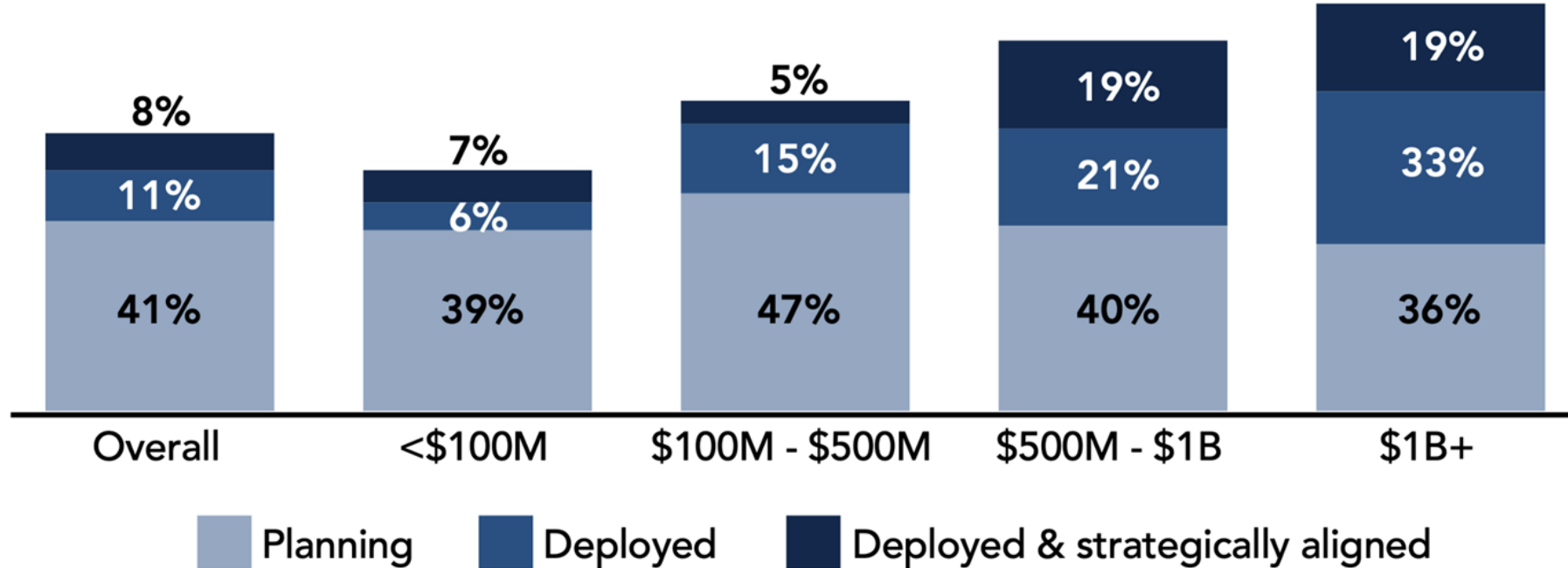
**Credit Union DEI Focus**  
2021 vs. 2019



Source: CUNA

# Maturity of DEI efforts at credit unions

**Maturity of DEI Efforts at Credit Unions**  
by Asset Size, 2021



Source: CUNA

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**Video presentation - see webinar**

# Key takeaways

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- DEIBA is a strategic imperative
- It's a marathon, not a sprint
- Be prepared for hard work, prepare your team for some discomfort, and have grace with each other
- Extend your work outside of your office: examine recruiting, vendors, and partners, and challenge them if need be.
- Connect DEIBA objectives to your overall strategic plan
- Engage outside help - experts in the work who can show you your weak spots
- Engage with your community and seek community partners
- Move beyond words to deeds

# Questions?

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# Thank you!

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