

For Immediate Release

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News Release

Small But Mighty: Webinar to Offer Insight into Turning Challenges of Small Credit Unions into Advantages

CENTERVILLE, OH – Credit unions have traditionally stepped up to meet the banking needs of underserved financial consumers. Despite their vital role in many communities, small credit unions face daunting challenges to their autonomy and sustainability. The unrelenting pace of mergers in the industry – 46 approved in just the second quarter of 2024 – calls into question the very future of smaller-asset credit unions.

Sometimes a merger is the best way forward. Whichever path they choose – merger or not – credit union leaders and their members should not feel forced into it – and they should be on the same page when it comes to the reasons for the decision.

What can credit unions with limited resources do to maintain their community-based identity, focus, and control? With the right strategy for overcoming their obstacles, small credit unions can continue to thrive and fulfill their mission of serving their members and communities.

Support EXP is proud to host its next engaging webinar on **Wednesday, August 28th, at 2:00 pm (Eastern)**. Join industry expert Rhonda Sheets, CEO of Support EXP, as she presents “**Small But Mighty: The Unique Advantages of Small Market Credit Unions.**”

Webinar participants will learn how to:

1. **Identify the Challenges** presented by the biggest tensions in today’s financial landscape.
2. **Marshall Your Advantages** by turning perceived weaknesses into relationship-building assets.
3. **Live Your Difference** by strengthening member loyalty every day!

While this session is geared toward helping CEOs and other C-Level executives of credit unions with limited assets and resources, it is open to credit unions of all sizes. Leaders of credit unions who are thinking about a merger or have been through a merger will also benefit. Finally, anyone dealing with sustainability challenges shared by credit unions of any size is encouraged to attend.

Don't miss this opportunity to be informed and inspired about your best path forward as a unique, member-focused institution!

To sign up for the webinar, please visit:

[Small But Mighty Webinar - Support EXP](#)

About Support EXP:

For 25+ years, Support EXP has researched and innovated to become the premier provider of member feedback solutions, actionable analytics, and expert guidance for the credit union industry. We specialize in helping credit unions deliver a differentiating member experience (MX) by optimizing performance with data-driven MX and EX intel. Through powerful and profoundly translated member and employee analytics, we guide credit unions to world-class performance and predictable growth.