



FOR IMMEDIATE RELEASE

EECU Brings Innovative Financial Education to High School Campus

Fresno, CA – More than 500 Clovis West High School seniors recently participated in an interactive workshop specifically created by Educational Employees Credit Union (EECU) to help prepare them to make financial decisions in the real world.

During the Wise Up event on Jan. 31, EECU staff and student financial service representatives from the unique, on-campus Clovis West branch walked the teens through real-life scenarios to teach them about budgeting and personal finance.

The students were given the opportunity to choose a career with its accompanying salary and tax deductions before visiting stations staffed by their peers to learn about the cost of different lifestyle choices and how each option fits within their budgets.

“It was exciting to see my students who work in the branch actually teach their peers these important life lessons,” said Clovis West Branch Manager Christy Alkire. “Most teens don’t have any concept of budgeting or how expensive things are, so our training really opens their eyes.”

EECU opened its Clovis West branch in 2016. Since then 228 students have gained work experience at the branch, in addition to earning credit toward graduation and the possibility of earning college credit.

“This partnership with EECU is having a real impact on our students,” said Clovis West Learning Director Anisha Mayberry. “It’s amazing to see these students develop real-world professional work experience and financial literacy skills that will benefit them for a lifetime.”

In addition to the partnership with Clovis Unified School District, EECU works with schools throughout the region to implement a variety of financial education workshops to support their curriculum.

The Clovis West branch is now accepting applications for student financial service representative positions through Feb. 21 for the upcoming 2025-2026 school year. The program is open to juniors and seniors enrolled in the district. For more details or to apply, visit myEECU.org.

###

Contact: Jeff Williams Email: jeffw@myeecu.org

EECU serves 12 Central California and Central Coast counties and has 23 branches and more than 382,000 members. Since 1934, EECU has provided affordable financial products and services to meet its members’ saving, borrowing, and investing needs. EECU is very active in the communities it serves, proudly supporting numerous programs, activities and events that enrich the community experience, and providing free financial wellness education to people of all ages.

P.O. Box 5242 • Fresno, CA 93755-5242
1-800-538-3328 • myEECU.org
Federally Insured by NCUA