



FOR IMMEDIATE RELEASE

EECU's Student Branch Model Showcased at National CUFEN Conference

FRESNO, Calif. (Aug. 1, 2025) – Educational Employees Credit Union (EECU) was honored to share its innovative student branch model on a national stage at the Credit Union Financial Education Network (CUFEN) Conference in Philadelphia on July 29. Christy Alkire, manager of EECU's student-run branch at Clovis West High School, presented insights into the program's success, sparking interest from credit union professionals, educators, and financial experts from across the country.

Through a longstanding partnership with Clovis Unified School District, EECU operates a fully functional branch on the Clovis West High School campus. This unique program offers students hands-on experience with financial transactions, professional skill-building, and mentorship opportunities. During her session, co-presented with Nathan Lombard of Redstone Federal Credit Union, Alkire explored how credit unions nationwide can replicate this model to educate and empower future financial leaders.

"I want other credit unions to know that this model works, not only for the credit union but especially for the students," Alkire said. "A student-run branch teaches vital financial lessons and fosters professional and job skills that set students up for future success."

Since opening in 2016, the Clovis West student branch has provided real-world banking experience to 262 high school students, who've worked alongside EECU employees to serve members. Unlike other student branches, EECU's is a full-service branch that is open to the public during normal business hours year-round.

The student financial representatives perform teller transactions and work alongside EECU staff to open new membership accounts and fund loans in the branch. Since it opened, the branch has processed more than 32,000 teller transactions and funded more than \$11.6 million in loans.

"We mentor students on professionalism, dependability, and the qualities that employers look for in ideal candidates," Alkire said. "Our mission is to help them make smart financial decisions and thrive in their future careers."

Many graduates of the career pathway program pursue professional careers, with 26% securing employment with EECU. Visit myEECU.org to learn more about EECU's student branch.

###

Contact: Jeff Williams Email: jeffw@myeecu.org

EECU serves 12 Central California and Central Coast counties and has 23 branches and more than 387,000 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