



*League of Southeastern  
Credit Unions & Affiliates*

## **League Report June 2022**

### **Executive Summary:**

Ahead of Alabama and Georgia's May 24 Primary Elections, LSCU engaged credit unions at a rate unlike ever before through in-district PAC check presentations, a successful partisan communication, and more. We also launched [Credit Unions Vote](#), an online Get Out the Vote center for credit unions with LSCU-endorsed Candidates, LSCU PAC-supported candidates, and other resources. In May we also hosted the LSCU Chapter Leadership Retreat in Atlanta, a golf tournament benefiting SECUF, and BSA training for more than 100 attendees.

### **Advocacy:**

#### **State Legislative Updates:**

In **Alabama** we've worked hard on distributing PAC contributions to incumbents and elected official hopefuls across the state in advance of the May 24 Primary Election. The LSCU continues to be seen as a strong political leader this election cycle, and we plan to continue this trend through the General Election.

The **Florida** Legislature convened a special session for the second time since regular session ended in March, on May 23. While in Tallahassee, they will address Florida's property insurance crisis. It is anticipated that roof coverage and litigation will be addressed as apparent fraud has caused many national and regional insurance companies to leave the state. While these proposed legislative solutions may pass, it remains to be seen how long it will take for the average Floridian or insurance company to see the benefit. Staff also met with the Florida regulators to discuss our concerns with out-of-state credit unions gaining access to statewide fields of membership, putting Florida domiciled CUs at a competitive disadvantage.

In **Georgia**, the LSCU has been focused primarily on supporting credit-union friendly incumbents and candidates ahead of the May 24 Primary Election. Additionally, the LSCU was in attendance for Governor Kemp's signature of the financial literacy legislation that passed this session. The LSCU is in constant communication with the bill sponsor and other interested

stakeholders to secure credit unions as the industry leader in implementation and curriculum development.

### **Federal Legislative Update:**

LSCU supported *The Expanding Financial Access for Underserved Communities Act* passed out of the House Financial Services Committee by a vote of 27-22. We worked diligently with Congressman David Scott (GA-13) to secure him as one of the three original prim sponsors. This legislation would allow federal credit unions to add underserved areas to their field of membership, exempt business loans made in underserved areas from the member business lending cap and expand the definition of an underserved area. The *Strengthening Cybersecurity for the Financial Sector Act of 2022*, which would provide the NCUA third party vendor authority, also passed out of committee on a party line vote. LSCU and CUNA are advocating for limitations in the scope of exam authority.

The partisan communication on behalf of Katie Britt for U.S. Senate made 1.9 million online impressions among credit union members in Alabama during the month of May. Additionally, nearly 40,000 physical mailers were sent to members without a digital footprint. Katie finished the Primary garnering 44.7% of the vote to Mo Brooks 29.2% and Mike Durant's 23.3%. Katie will now advance to the Run-Off Election against Mo Brooks on June 21.

LSCU and district credit unions had fruitful meetings with Congressmen Buddy Carter (GA-01) and Jerry Carl (AL-01), as well as Dale Strong (LSCU-endorsed candidate for AL-05).

### **Regulatory Advocacy:**

The team submitted a comment [letter](#) to the Federal Reserve on the topic of Central Bank Digital Currency. The purpose of the request for comment was to learn what considerations had not been raised in their paper summarizing the Central Bank Digital Currency.

In Georgia, we continue to communicate with the Department of Revenue on their implementation of the delinquent taxpayer data match rule and hope to have an in-person meeting with them soon.

Georgia's Department of Banking and Finance 2022 Proposed Rules have been reviewed, and we had no significant concerns, only minor clarifications.

### **Grassroots Advocacy:**

In advance of the May 4 Senate Judiciary Committee hearing on interchange, the LSCU launched an Action [Alert](#) that resulted in over 500 communications to Senators Jon Ossoff (D-GA), Raphael Warnock (D-GA), and Richard Shelby (R-AL) due to their positions on the Judiciary and Banking Committees regarding potentially harmful legislation and regulation targeting financial institutions' interchange programs.

Ahead of the House Financial Services Committee Markup of H.R. 7003, the *Expanding Financial Access for Underserved Communities Act*, the LSCU mobilized credit unions to ask Republican Committee Members to support the bill.

### **PAC Fundraising:**

To date, we have raised 24% of our LSCU FedPAC goal for Alabama (\$18,563), 27% in Florida (\$34,148), and 31% in Georgia (\$39,469). We have raised 43% of our GA CUPAC goal (\$49,219), 60% of our ACULAC goal (\$52,382), and 87% of our FL CUPAC goal (\$289,910). In the 2022 Election Cycle, we have disbursed State PAC contributions as follows: \$137,497 in Alabama, \$267,000 in Florida, and \$334,709 in Georgia. Additionally, LSCU has disbursed \$173,500 to federal candidates thus far this cycle.

The LSCU continues to work on our signature fundraising events held in-conjunction with SCUCE: the Silent Auction and Advocacy Luncheon. The advocacy staff continues to collect items and monetary contributions for the [Silent Auction](#). You don't want to miss the Advocacy Luncheon with speaker Bob Cusack, Editor-In-Chief of the Hill. Register and learn more [here](#).

### **Compliance Services:**

The LSCU annual Virtual BSA workshop was held May 4-5 with over 125 attendees. We had speakers from NCUA, FBI, and the Tallahassee US District Attorney's office. This was the League's largest BSA training event in years, as LSCU partnered with the Michigan and Nebraska CU League's on the event.

A free webinar was held on May 25<sup>th</sup> on CECL for credit unions under 100 million in assets. We had more than 25 participants.

### **Education & Training:**

The [Southeast Credit Union Conference & Expo \(SCUCE\) 2022](#) will be held June 15-17 at Signia by Hilton Orlando Bonnet Creek Resort. Currently, there are 573 credit union attendees and guests registered as well as 397 exhibitors (representing 168 companies). The first [LSCU Council Conference](#) is being held June 14 at the same location. This event will have a general session with excellent keynotes, council roundtables, and breakout sessions.

The LSCU Marketing and Business Development Council meeting was held in May. All councils (excluding the new Technology Council) met prior to the council conference on June 14. [LSCU Councils](#) are open year-round for membership and continue to grow.

[SRCUS Directors Conference](#) is open for registration and will be held July 31-August 3 at The Grand Hotel Resort and Spa. There are 189 attendees and guests registered. LSCU is hosting the event for the 10-state SRCUS (Southeast Regional Credit Union Schools).

### **Communications:**

Videos for the LSCU Awards Ceremony at SCUCE are being finalized and LSCU looks forward to highlighting the great works of credit unions in Orlando.

Recent data from the Credit Union Awareness campaign shows a 15-point increase in consumer awareness of credit unions in Georgia, while awareness of other financial institutions mostly remained the same. Following the launch of the campaign in Alabama and Florida in April, consideration data will be available for these states in September.

### **Member Engagement:**

The overall affiliation rate is currently at 85% of credit unions, or 94% of credit union assets across our tri-state footprint. The team is currently developing LSCU's revised engagement strategy for both affiliated and non-affiliated credit unions to include customized roadmaps based on asset size, organizational priorities, and other factors. To fully staff the Member Engagement team upon Alisha Stair's leadership transition, the department is currently hiring an additional Member Engagement Consultant to meet the needs of our credit unions.

LSCU was also a proud co-sponsor of the inaugural Global Women's Leadership Network for the Georgia Sister Society. GWLN is one of the original DEI initiatives established by the World Council of Credit Unions. If you are interested in more information, please contact [aubrey.whittier@gucu.org](mailto:aubrey.whittier@gucu.org) for information on future events.

### **SECUF:**

SECUF raised \$263,475 as of May 17, against a fundraising goal of \$260,115 (05/31/2022). SECUF is expecting an additional \$21,000 in revenue from the Inaugural CULS Charity Golf Invitational.

The primary focus of the SECUF continues to be the Community Spark projects having awarded our first round of scholarships for the Georgia and Alabama program. The SECUF continues to evaluate and update its resources for credit unions, especially in the areas of financial wellness and education.

The enhanced Financial Counseling Certification Program registration is currently open. The program combines the affordability and convenience of a self-study program with group hands-on learning and networking. Credit union staff who successfully complete the program and pass the exam earn their Certified Credit Union Financial Counselor designation. Register [here](#).