

2013 Technology Excellence Awards

Winners of the 2013 CUNA Technology Council Excellence in Technology Awards at the Council's 18th Annual Conference, which took place September 22-25 in Hollywood, Calif.

The CUNA Technology Council award recognizes outstanding approaches to technology challenges with potential for universal application across the credit union movement. The winners for 2013 are:

- **CommunityAmerica CU** in Lenexa, Kansas – won for their mobile app “Socky Saves,” part of a multi-pronged mission strategy for youth financial literacy. Directed to help teach children to save and encourage developing financial skills with their sock puppet character Socky Saves-a-Lot, along with engaging young kids and their parents in conversations about money. [See the Entry](#)
- **Element FCU** in Charleston, West Virginia – their winning entry was a creation of an electronic branch called “GO Kiosk.” Providing a remote branch experience with a focus more on the member relationship and less on the entry of a transaction. Not only enhancing member interactions, but increasing staff efficiencies. [See the Entry](#)
- **Gesa CU** in Richland, Washington – won for their creation of a digital branch using personal teller machines, touchscreen kiosks, enhanced ATMs, and other technology to greatly reduce the size of the branch while still offering all the same services as a full size branch. Results are considerable cost savings and much faster time-to-market for new branches. [See the Entry](#)
- **Motorola ECU** in Schaumburg, Illinois – won for their creation of a highly reliable, flexible, secure, and responsive business continuity solution incorporating multiple elements of communication connectivity and network infrastructure. [See the Entry](#)
- **Virginia CU** in Richmond, Virginia – created a winning custom account opening system, called “OMO-Online Membership Opening,” which not only provided a method to open a new account but integrated offers to members that resulted in both growth in membership and loan growth as well. [See the Entry](#)

A panel comprised of CUNA Technology Council members selected the winners, based on strategy, process, application, and results, without regard to credit union asset size.