

Excellence in Technology Awards

Credit union technology professionals know that finding the right solution to a problem or situation often is determined by understanding and developing the best approach to accomplish those issues. While there may be no right way or wrong way to face a technology challenge, there is most certainly a BEST way!

Identifying these new approaches and recognizing their universal application to credit unions nationwide is the purpose of the CUNA Technology Council's Excellence Awards.

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Awards will be presented to credit unions achieving technology excellence in three asset groups:

- < \$150 Million
- \$150 Million - \$500 Million
- > \$500 Million

We invite you to submit your innovative and/or excellent use of technology for award consideration. We have included a list of examples for a strategic activity below:

EXAMPLE ACTIVITIES:

- **Technology Infrastructure:** Describe the technical and procedural environment that allows the infrastructure to be safely accessed by authorized parties, how the system is monitoring this access, and the current/future storage management capabilities of the system.
- **Information Security/Privacy:** Describe the technical and procedural environment that minimizes the possibility of unauthorized access to member information from both internal and external sources. Place emphasis upon the authentication, regulatory compliance, security, and privacy technologies employed.
- **Member Service/Convenience:** Describe the technical environment and system integration technologies that allow new/existing members to open accounts/loans or receive information on existing accounts/loans across all delivery channels. Operational improvements such as the implementation of online chat using text or video to improve member service may be considered. Place emphasis on how these technologies benefit both members externally and employees internally using the system.

- **Sales Management/Marketing Automation:** Describe the automated system environment that manages member information and creates personalized product offers based upon member data and the use of business development software for sales lead planning and tracking, software to measure and monitor marketing return on investment, customer / member relationship strategies and accomplishments, and promotion via the use of electronic methods such as search engine optimization, email marketing, and ads via mobile banking. Document how the system manages the member information database and creates, delivers and fulfills the offers. Place emphasis on how these systems benefit both members externally and employees internally using the system.
- **Leadership:** Describe excellence in leading, mentoring, or other aspects of leadership of an individual IT within the credit union; or using technology to provide leadership in another department within the credit union or the entire credit union toward some positive change and benefit; or providing leadership to other credit unions or the entire credit union industry. The entry can be for an individual or a group within the credit union.
- **Miscellaneous:** Any technology success story you have that does not fit the other examples. It could involve an application, service to members or users, unique technology solutions, cost savings or anything else you feel qualifies as a best practice.

ENTRY CRITERIA

- Entrant's credit union must have a current member of the CUNA Technology Council.
- Project must have occurred prior to the entry deadline of the current calendar year and have at least substantially, if not completely, occurred within the last 12 months and not in years prior to that 12-month period.
- Entrant may submit multiple entries. Each entry for consideration must be submitted separately.
- Entry(s) must be received no later than July 12 of the current calendar year.
- The award winner or a representative must be in attendance, at that calendar year's CUNA Technology Council Conference to accept their Excellence Award.

THE SELECTION PROCESS

A panel of CUNA Technology Council members and Executive Committee members will judge the entries and select the Excellence Award winners. Selection will be based on candidates' strategy, process, application and results. Recipients will be selected without regard to credit union asset size.

WINNER RECOGNITION

Excellence Award winners will be recognized at the annual [CUNA Technology Council Conference](#), dates and location as announced each year.

Winners will receive one complimentary conference registration and are expected to attend the conference to accept the Excellence Award. Winners will be featured in a press release, *CUNA News Now* and featured on the CUNA Technology Council website.

HOW TO ENTER

The entry form must be completed and submitted online. The steps below outline exactly how to enter.

1. Register an Account
2. Create Your Entry
3. Upload Digital Files
4. Submit Entry

[LOGIN](#) – to begin entry process

With your completed entry form, upload a minimum of 3 pages of text narrative and any supporting documentation that identifies the strategic challenge your credit union faced and details the solution you found. Describe the unique and/or challenging circumstances under which you were forced to perform and the results – both financial and otherwise – you were able to achieve. Specifically:

- Explain in detail a specific (or series of related) project/activity that provided extraordinary results for your credit union. List the specific goals and results of the project/activity.
- List three specific examples of how this practice contributed to the success of your credit union.
- Provide any additional relevant information to support your entry.

Your entry must be received no later than **July 12** of the current calendar year to be considered.

QUESTIONS

If you have questions about the entry procedures, please contact CUNA Council Administration at 800-356-9655, ext. 4018 or awards@cuna.coop.

If you have questions about criteria for the awards, please contact Idrees Rafiq, Awards Chair and AVP IT Consulting, Credit Union Resources, irafiq@curesources.coop.

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