

## Excellence in Lending Awards

The purpose of the Credit Union Excellence in Lending Awards is to identify, recognize and share examples of lending excellence within the credit union movement. The award recognizes credit unions for their ability to serve their members while sustaining sound financial performance. Credit unions demonstrating an ability to reach their members' needs by innovative means are excellent candidates for this award.

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### CATEGORIES

Credit unions who meet award criteria are eligible for one of seven Credit Union Excellence in Lending Awards:

#### Business Lending

- Assets under \$1 billion
- Assets \$1 billion or greater

#### Consumer Lending

- Assets under \$500M
- Assets \$500M or greater

#### Mortgage Lending

- Assets under \$500M
- Assets \$500M or greater

#### Low/Modest Means

- Assets under \$250M
- Assets \$250M or greater

## ELIGIBILITY

All CUNA affiliated credit unions in the United States are eligible.

## SELECTION PROCESS

Credit union applications will be evaluated on the following categories:

- Strategy (40 points)
- Programs (30 points)
- Performance (30 points)

Recipients will be chosen for their distinction in consumer (includes home equity) lending, mortgage lending, business lending or low/modest means for the year 2019. Throughout the year, credit unions will be highlighted for practices deemed as best practices.

## WINNER RECOGNITION

Winners of the awards will be announced at the annual Lending Conference. To honor the recipients of the Lending Council Awards, recipients will receive the following:

- Recognition will come in credit union publications, a website dedicated to help credit unions achieve success in lending and at the CUNA Lending Council's annual conference.
- The award will pay airfare, hotel and tuition for one representative from each credit union.

## HOW TO ENTER

Entries must be received no later than 7:00 pm CST on **Monday, September 16, 2019**.

Please respond to each question on the online application. Samples of marketing materials, executive summaries of your planning process, an evaluation of current strategic position, risk management tactics, procedures, etc. must be uploaded in electronic format.

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 no later than **Monday, September 16, 2019**

[LOGIN](#) to begin the entry process

## TIPS AND HINTS TO ENTER

Your credit union may have decided to apply for one of the CUNA Lending Council Excellence in Lending Awards this year, but you're unsure how to navigate the process. Here are some helpful hints from Bill Vogeney, past chair of the CUNA Lending Council, who has served as a judge since 2007 and whose credit union won the Mortgage Lending Award in 2006 and Consumer Lending Award in 2015:

- Talk to your marketing department for assistance. Your marketing department is probably use to preparing presentations, and can help you in "tooting your own horn." In addition, they can provide high-quality copies of a few select marketing pieces that you used to increase your loan volume.
- Spend some time analyzing your own financials and determine how well you did in contrast to your credit union peers. Peer loan growth and other key loan metrics like loan losses and delinquency are available at [www.ncua.gov](http://www.ncua.gov).
- Provide the judges other documented results as needed. Not all of the criteria the judges could use can be easily available on the NCUA website. For example, with record low mortgage rates, it's difficult for many credit unions to hold much of their mortgage production and grow the portfolio. However, you should be able to show over a several year period a trend of improved loan volume. Other metrics like improved processing time, underwriting production, loan losses, member satisfaction, etc., can be provided to help your cause.
- Thoroughly address all of the criteria used on the application for the awards. All too often, I've seen a credit union talk about their diverse programs, but they virtually ignore the analysis they used to manage and mitigate risk. Or the credit union will talk about their strategy, but they won't go into detail of how they arrived at that strategy. Was it driven by the board of directors? Is the strategy sound based on the competitive landscape faced by the credit union? Did the credit union do some type of strategy planning and analysis?

## QUESTIONS

If you have questions about the entry procedures, please contact CUNA Council Administration at 1-800-356-9655, ext. 4018 or [awards@cuna.coop](mailto:awards@cuna.coop).

*Updated 5/1/2019*