



Communication at MSUFCU

There are many channels that MSU Federal Credit Union utilizes to communicate with employees. With the understanding that not everyone communicates the same or goes to the same place to view important information, we have a wide variety of avenues to communicate important topics. Our goal is to create an environment of transparency and ease of use for communication. Even if we are unable to disclose everything, we try to keep employees as up to date as we can. The Credit Union takes advantage of a number of different methods to share information.

We have a monthly newsletter, In The Loop, that highlights a volunteer of the month, recaps member and employee events, and features fun statistics about our products and services. Our CEO, April Clobes, has a blog on our employee intranet where she answers questions submitted by employees. Employees submit questions about anything on their mind with their name visible or anonymously. As a result, we have implemented many ideas from the blog to enhance the employee experience. An employee recently started using our on-site gym but wanted some guidance on the equipment available, so they submitted a question to the Ask April Blog about orientation classes. Our CU Healthy Committee was able to implement quarterly orientation classes, training employees on the equipment and to provide any refreshers on safety and utilization. Many questions were submitted to the Ask April Blog in regards to our dress code. The most frequent requests were the ability to wear jeans on Saturday and requests for a more business casual environment. April took this feedback to the Executive Team and they supported various changes to the dress code that had been brought forward on the blog. Employees are now able to wear jeans on Saturday as part of our dress down for charity campaign, wear logo wear every day, and ties are no longer required. These changes provide employees with flexibility in their wardrobe while creating a more comfortable work environment for our employees to serve members.

On top of these items we also utilize our employee intranet, All Employee Meetings, and CU View TVs located throughout the buildings to communicate important information to employees. These items are detailed below.

The Loop

The Loop is in our employee intranet and is used to communicate important changes, recognize employees, and house important resources. There are many components to the Loop, the most used are explained below.

Loop Resources

There are many features on the Loop specifically for sharing processes and procedures and communicating important information to employees. The Lending Corner provides a wealth of knowledge surrounding our lending policies and is accessible through the home page of the Loop. Our Loan Operations team is responsible for reviewing loans and lending policies to remain efficient and consistent among all departments and branches and they manages this page. Employees can submit questions regarding products and services and a member of the Loan Operations team responds and provides insights about that product or service. The team also has a blog highlighting changes to policies and procedures, upcoming projects, and reminders on important topics.

CU Info is another helpful resources available to employees through the Loop. This portal has hundreds of documents available to employees. There are step by step workflows to help employees through various processes such as opening a new account, completing a loan application, and ordering checks. CU Info has a resource to help employees with most member transactions. If employees notice that a form is missing a step in the process or that they can't find a resource for something specific they are encouraged to submit feedback. The goal of CU Info is for each employee to feel confident in helping every member, even with a situation they haven't encountered before. Feedback is an important part of this process.

Another important resource on the Loop is the Human Resources Page. Employees can find information about our health benefits, 401(K) plan, personal leave policies, job descriptions, employee referral program, and much more. Each of our health benefits (health, dental, and vision) have a page with information specific to that benefit. Employees can locate co-pays, group numbers, and customer service contact information. Employees can also access information for our tuition reimbursement program, employee assistance plan, and the PTO Donation Program. This page provides employees with one spot to reference important information regarding various benefits and policies.

These resources are important for sharing knowledge amongst employees. Information is presented in a clear, concise manner and empowers employees to make decisions regarding members. This provides employees with access to connect with other employees with any questions or clarification.

CU Connect on the Loop

CU Connect, an interactive feature on the Loop, is very important to the culture of MSUFCU. CU Connect works very similar to Facebook in that employees can use hashtags, post pictures and tag other employees in posts. Employees have the ability to use 16 different hashtags to share

member feedback, stories of how they went above and beyond for a member, give a shout out to a colleague, and share fun statistics about the Credit Union. Employees can also wish each other happy birthday, announce a marriage, the arrival of a baby, and post items for sale. In 2017 we had a total of 4,586 posts to Connect from 615 employees. There were 126 posts using #ShoutOut and 139 posts using #MemberFeedback. Employees have posted feedback from members about our superior services as well as shared stories of how we were able to save members money on high interest loans by refinancing them at MSUFCU.

An important part of our culture is the family feeling that we have been able to foster throughout the years. CU Connect is an important tool that employees are able to use to keep that family feel, even with 850 employees. Employees can engage with each other from all across the Credit Union and recognize each other for going above and beyond for members and also highlight milestones in employee's lives and careers such as marriage and their anniversary at the credit union! CU Connect also provides a way for employees to build relationships with their co-workers. Employees have posted a picture of their new animal to CU Connect using #AnimalAdditions and other employees have commented on the post mentioning they have the same type of dog. The employees now have something in common and have gained someone they can go to for questions.

Loop Articles

In 2017 there were 1,033 Loop articles published to our employee intranet. Our Internal Communications Department was created in 2017 to help handle this volume. This team receives the article request, writes, proofs, and posts all Loop articles. Requests can come from any department in the Credit Union and are categorized when posted so employees can easily find what they're looking for. Articles fall in to one of nine categories and include involvement, happenings, policies, and news. Articles include information on upcoming volunteer opportunities, employee events, and security items to be aware of at our branches and headquarters buildings. Loop articles are a great way to share information with employees and equip them with the knowledge they need to be successful in their roles.

Articles are formatted to provide employees with information that is helpful for their roles, know what information is available and where to look for it in the article. Articles start with a small summary of what information is being presented, then provides the reason behind why the change/update is happening, how it will impact our employees or members, includes action steps, details when the change/update will go into effect, and ends with who employees should contact with any questions. Not all articles will require all of these details but this is what employees can expect to see most of the time.

Departments can also request to have their information displayed on the Loop banner featured at the top of the Loop. This scrolling banner displays important information that we would like all employees to view. Our internal charity committee frequently displays information about volunteer and fundraising opportunities here. Employees can click the banner and be taken to the Loop article to get more details. We have also displayed open enrollment details for benefits and sign up information for upcoming meetings.

We are able to track how many employees are clicking on the articles from the various channels. All employees receive a notification to their email when an article is posted and they can click that link and go straight to the article or they can access them at any time through the Loop homepage. In 2017 we had 87,077 clicks to articles through the Loop and 194,694 clicks from emails. This averages about 272 clicks per Loop article. As we continue to add new channels to view information, we can track what methods are most effective.

CU View

Our Internal Communications team also maintains our CU View TVs. These TVs are located throughout our headquarters campus as well as in the branches in locations where employees tend to gather, such as lunch rooms. The TVs rotate through a series of slides highlighting different areas of the Credit Union, fun facts, and announcements. The information displayed here is updated regularly to ensure accuracy.

Each month CU View displays member feedback, recent marriages, births, work anniversaries, new employees, a CU Celebrity, and a fun fact or tidbit. A new department is highlighted monthly as well. We introduce the team and share some quotes from them about what their department does and what they enjoy most about their positions. CU View is accessible in an area where employees may be preparing their lunch, waiting for a meeting or by the elevator, so it is convenient to view the information then. CU View often references Loop Articles, so employees are able to go back to their desks and view more information about the topic.

CU View plays an important role in maintaining our family feel across the Credit Union. Employees are able to connect with other employees and share in their joy over a new marriage or baby. It's also fun to see a co-worker featured as the CU Celebrity and learn something new about them. CU Celebrities provide a fun fact about themselves and share a quote about their time at the Credit Union. This is a great way to learn about employees that you may not have had a chance to meet yet. CU View is also a great tool for information sharing. It's a great way to get important information in front of employees when they have the time to read it right away.

All Employee Meetings

Every Tuesday an All Employee Meeting is held to discuss an important topic or happening at the Credit Union. Our management team typically speaks at these meetings and the meeting location rotates between our two headquarters locations. Meetings are broadcasted to all locations so employees can gather and watch the meeting no matter their location. Employees are also able to text in questions to the presenter. These questions are displayed on the screen for everyone to see. The presenter can then address the question with the whole Credit Union. All meetings are housed on the Loop for employees to reference in the future.

All Employee Meetings provide a platform to communicate important information face to face to everyone at once. Employees are able to ask questions as they come up and are engaged in the conversation. April Clobes, our President and CEO, comes up at the end of the meeting to offer any final comments and take questions from employees. Questions can be about anything happening within the Credit Union, not just about the presentation. This offers another opportunity for employees to be engaged with the Credit Union.

Building a Transparent Environment

At MSU Federal Credit Union we want to create a transparent and inviting culture. We give the reason why behind decisions and keep employees informed with all decisions that are made. When employees ask April questions through her blog she is very honest with her answers and provides employees with the details. Employees are often asked their input and feedback about products, services, and procedures. Without their support we would not be as successful as we are. Their knowledge and passion is what makes MSUFCU such a great place to work and communication is essential in that relationship. We will continue to explore new channels to communicate information as well as improve upon channels we have in place.