



**RESEDA
GROUP**

The Power of Strategic Partnerships for Credit Unions

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MSUFCU's ECOSYSTEM



Wholly-Owned CUSO Partners



Our Products



CUSO Investments



COMMIT AND SUPPORT

Make sure team goes on the journey together



WHERE DO YOU WANT TO GO?

- Research
- Pilot, Test, Learn
- Implement
- Embed
- Go Big



RESEARCH

Listen to your members,
what will make an impact



WHAT'S THE BENEFIT?

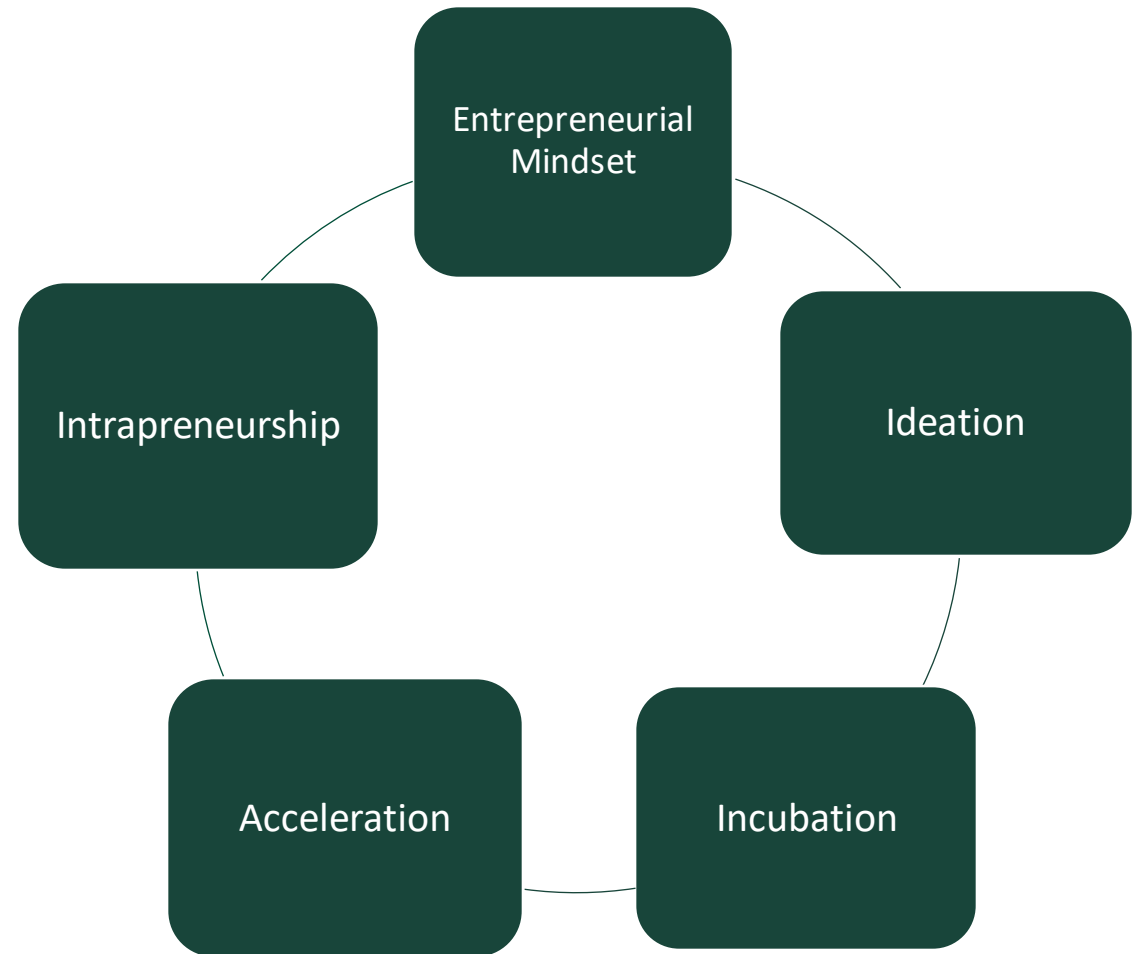
- Expands into a new market
- Improves its product line
- Develops an edge over a competitor
- Boosts innovation
- Reduces risk
- Accelerates growth
- Doesn't require a merger or acquisition to create synergy
- Easier to establish
- Easier to dissolve experimental projects that move partners into unknown territory
- Tests the waters with one another before committing to a joint venture
- Elevates your brand
- Saves money
- Amplifies your voice
- Products visibility
- Makes connections



INNOVATION:

THE MOST IMPORTANT BENEFIT OF STRATEGIC PARTNERSHIPS

- Increase digital engagement
- Provide/improve human-digital interactions
- Improve digital as a service channel
- Improve operational efficiency
- Be responsive to emerging trends



How MSUFCU Innovates

- Cultivate an entrepreneurial mindset across CU
- Work closely with internal and external stakeholders to innovate
- Attend industry events
- Run innovation challenges promoting employee ideation (CU Ignite)
- Research emerging technologies like BNPL, Crypto, Metaverse, “Extended Reality”
- Evaluate, onboard and support fintech partnerships
- Provide thought leadership (speaking, podcasts, articles, etc.)
- Incubate and accelerate ideas via pilots and research (The Lab at MSUFCU) with members (member panel, InnoHub) and employees (Innovation Pilot Program)



RISK CAN BE SHARED.

Strategic alliances help an organization reduce risk by sharing and minimizing potential challenges.



STUDENT LOAN EARLY PAYOFF ROUND UP WITH CHANGED

PILOT DESIGN WAS TO INVITE MEMBERS TO TRY THE CHANGED APP WITH MSUFCU BRANDED CONTENT.

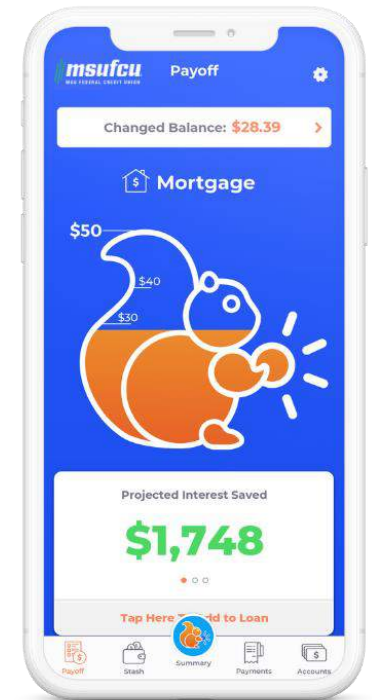
Pilot Results:

- 337 members downloaded the app and setup an account with Changed between November 2021-February 2022
- 18% MoM growth during pilot
- 83% of this cohort saw savings on their student debt owed, saving on average \$946/yr

Survey sent to participating members

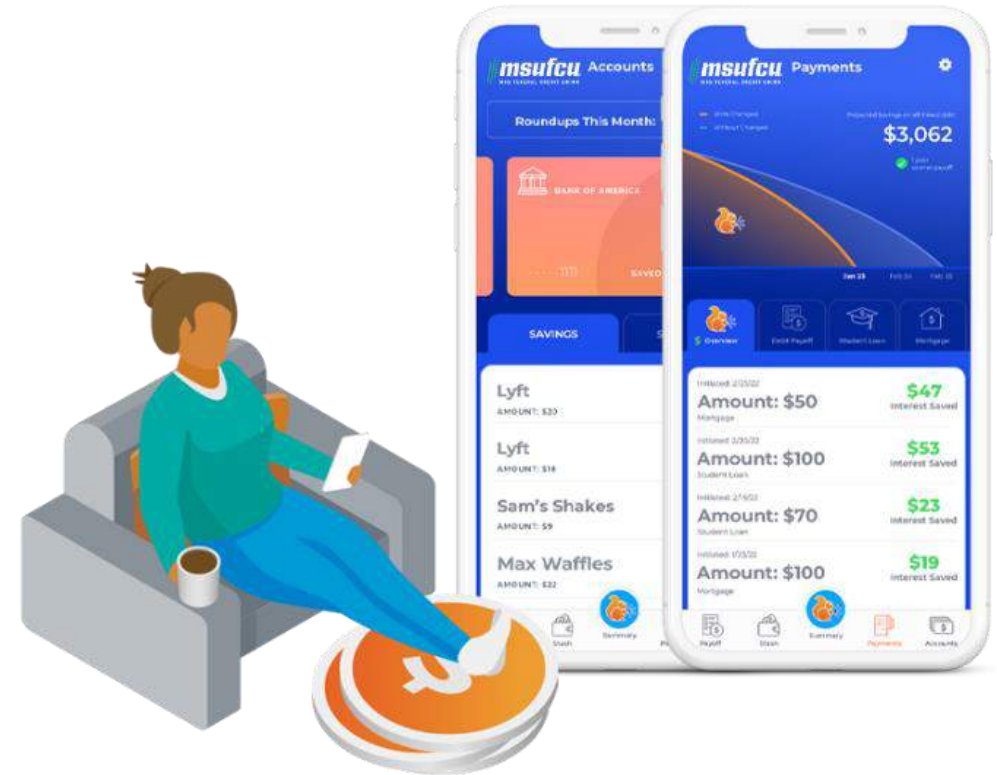
- 78% stated they are using their MSUFCU cards more because of Changed
- 93% are more likely to recommend their peers to MSUFCU because of Changed

Final Decision: Greenlight February 2022



POST PILOT RESULTS AS OF SEP. 2022

- Active Members – 467
- Members saved (deposits) - \$159,391 5.6% MOM Increase from last month.
- Payments sent - \$136,600 6% MOM Increase from last month
- Members saved in interest - \$110,005 6% MOM Increase from last month
- Avg time saved off loan – 479 days. 1.31 years on average
- Changed is now a Reseda Group portfolio company
- Changed announced launch of mortgage paydown feature in October



CHECKING ACCOUNT ANALYSIS WITH NICKELS

The Analysis

Nickels' payment analysis of 190k members and \$10.6B in payments identified:

145K Members paying third-party card providers	\$1.75B in payments to card providers identified	35K revolvers on third-party card debt	~\$210M in third-party revolving credit card debt identified
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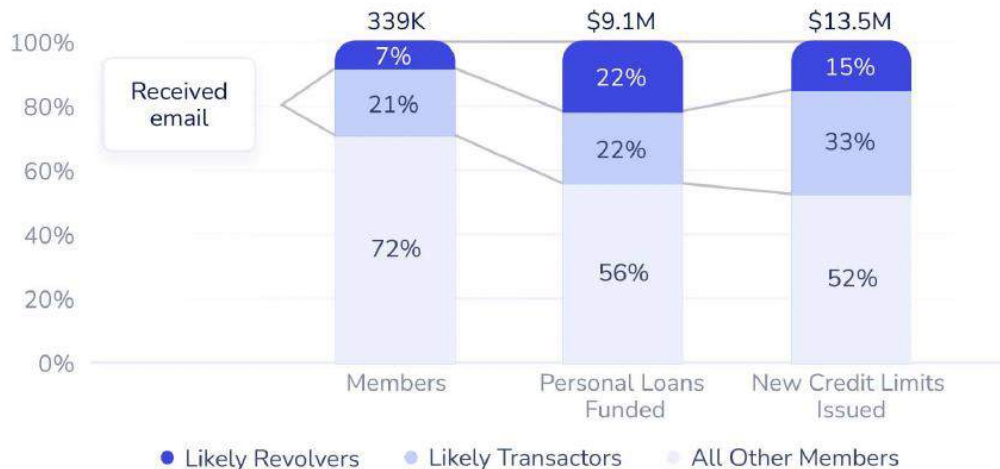
The Marketing Playbook

Nickels provided MSUFCU with a 30 day campaign to test targeted offers to revolvers and transactors.

>60% Email open rates	3.3% Click to open rates	2.5x higher CTR among Revolvers than Transactors	1.4% Application rate
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Driving Results

By targeting just over a quarter of MSUFCU's members, MSUFCU and Nickels were able to help drive over 40% of their personal loans funded and nearly half of their new credit limits issued over 30 days.



\$4M+
Personal Loans

\$6.5M+
New Credit Limits

- With the targeted group of members from our first checking account analysis campaign in October, **176** loans were approved and funded for over **\$1.3M** in Personal Loans and **\$900k** in New Credit Limits.
- Of the **163** Debt Consolidation loans funded for the month of October, **92** of these loans were from our targeted group.



The Challenge

- The Credit Union offers financial education for all ages, but did not have a tech platform dedicated to serving members 50+

The Solution

- Leveraging Silvur’s experience and expertise to empower members 50+
- Retirement Simplified provides timely and local- based retirement education to members
- Over the course of 3 months, the Credit Union’s Marketing team schedule on-going outreach to its members 50+ with Silvur’s tailor-made content

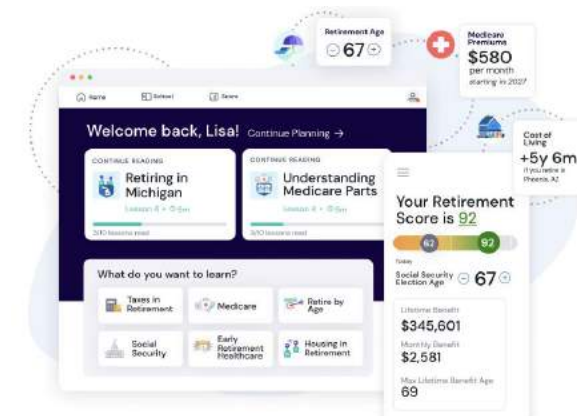
About MSUFCU



Michigan State University Federal Credit Union is the largest university-affiliated credit union in the world, celebrating 85 years of operation with 21 branches all over the world.

Member 50+ Overview

22,635 Members 50+	44% Use Online Banking (ComputerLine)
\$3.37B+ In Deposits	36% Use Mobile App
\$62k Median Income	



The Results

- MSUFCU has learned that many of its members have saved for retirement but the assets are still with their employer
- Silvur identified over \$1.3B in retirement savings
- Members are engaging at levels the Credit Union never expected

The Results:

\$1.3B

Identified in Retirement Savings

50%

Open Rates on Weekly Newsletters

2.2+

Sessions Per Month

18

Minutes Per Month in Retirement Simplified by Silvur



COLLEGIATE OVERVIEW



COLLEGIATE

Collegiate will serve as the Credit Union of choice for partner colleges and universities who have long sought out MSUFCU's expertise without the need to create custom brands for each. Olivet College is the first partner and launched on March 31, 2023

- Collegiate is intended to serve members age 16-24
- Collegiate launched with a checking and savings account and debit card
- Collegiate's engagement with partner colleges will include in-person, on-campus events and seminars supported by the Community Impact Team
- Collegiate's focus will be on financial education and healthy money management habits
- Ever Green 3C will be included within the Collegiate platform
- Gamification and engagement touch points will be key in building relationships
- New colleges and universities would become SEGs of MSUFCU and Collegiate
- All members are welcome to join via donation to Desk Drawer Fund
- Upon "graduation" collegiate members will move into the AlumniFi brand



COLLEGIAT AT A GLANCE

Collegiate Vision:

Collegiate Credit Union provides an accessible and inclusive financial experience to those pursuing higher education to support the creation of positive, lifelong financial wellness.

Values:

- Includes everyone
- Promotes financial education
- Is sincere
- Supports and empowers
- Puts people first



Now More Than Ever We Need a Digital Dialog with Members



More than
70%

of CU members now
expect some form
of personalization
from the start



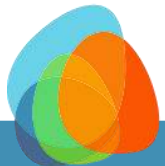
76%

of CU members
get frustrated when
they don't find it



CUs drive
≈35%

more revenue through
better personalized
member experiences



Your peer group is no longer just FI's



- The brands above offer the most advanced personalization in the world. They have set the standard for digital dialog. These are your competitors. Not for products (Yet!), but for experience.
- They are among the wealthiest and most profitable businesses in the history of the world. Why?
- Exceed expectations with One Click Financial and deliver **timely, topical, and targeted** engagement to every member, in every channel, when they want it.



90 Day Results - Across All Digital Channels

+1340%

Qualified leads

+400%

Member engagement

75%

Unique member
engagement
(Mobile + Online Banking)

+160%

Emails to existing
members

+35%

Unique visitors

+120%

Components viewed



What does it look like?

<https://www.amazon.com/>

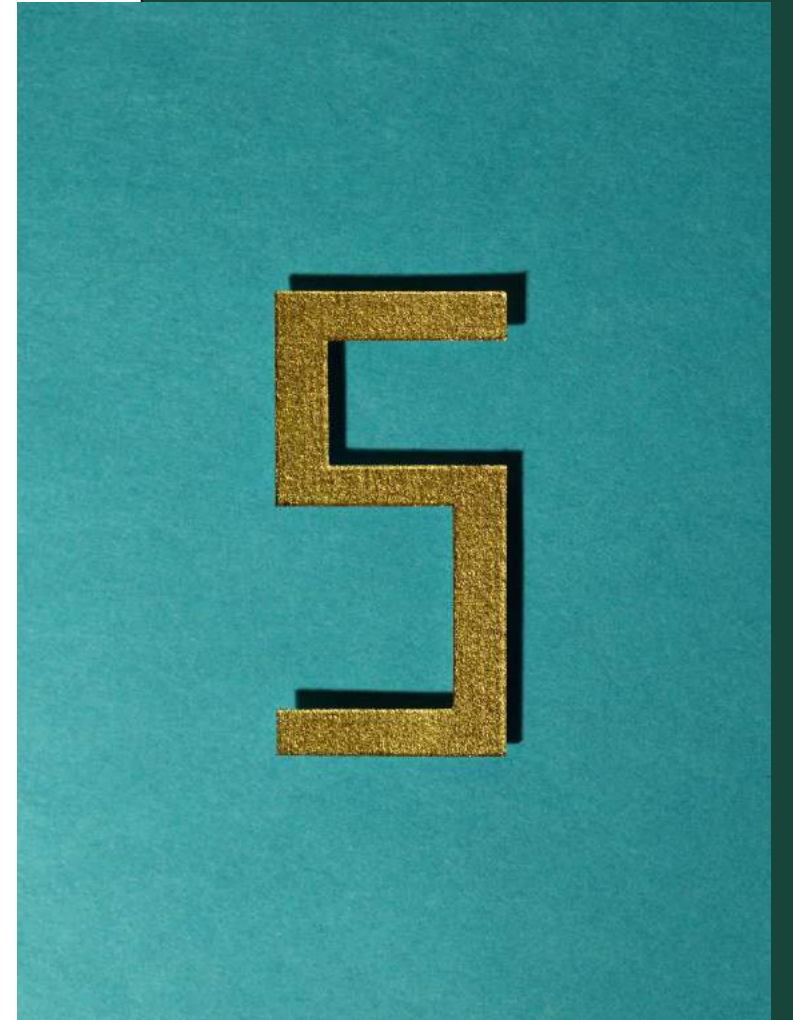
<https://financialpartners.oneclickfinancial.net/Z697MCT1/credit-below-650>

<https://fivestar.oneclickfinancial.net/58L0OS67/onboarding>



TOP FIVE

1. Find your team
2. Decide what you can commit to
3. Determine the vision
4. Find your partners
5. Don't be afraid to fail





**RESEDA
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Building Better
For Members