

Cooperative CONNECTION

MONTHLY
NEWSLETTER

Progress through partnership



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Unlocking Growth Through Data

Why credit unions can't afford to overlook the power of data

The way members interact with credit unions is evolving. They expect seamless, digital-first experiences that rival big banks and fintechs. The good news is that credit unions have something powerful at their fingertips: their own member data.

Every login, transaction, and service call creates valuable insights. With the right tools and partners, credit unions can transform this raw information into tailored services and deeper connections that strengthen member relationships.

Cloud-based technology has removed many barriers that once held credit unions back. Now, the smallest credit unions can harness data to grow and compete in today's market.

Read the full blog to [discover how your credit union can turn data into opportunity](#).

Read the Full Blog by Melissa Pomeroy, CCUA's EVP & COO



The Arkatechture Data Advantage

Arkatechture, a CCUA valued partner, empowers credit unions to harness data through its platform, delivering a cloud-native data warehouse, pre-built dashboards, and self-service analytics designed for the credit union industry. Their solutions simplify data strategy, governance, integrations, and predictive analytics, helping credit unions unlock insights that drive growth and member engagement.

Visit Arkatechture at APEX and start your data journey



The Path to Deeper Member Value

Credit unions are leveraging data to deliver the digital-first, personalized experiences members expect. From transaction to mobile logins, data offers insights that shape smarter services, strengthen connections, and drive growth. Advances in cloud technology now make data storage, analysis, and strategy more affordable and secure, giving credit unions of all sizes a clear path forward. Whether building in-house or partnering with fintechs, embracing data is key to staying competitive.



[Read more from Clutch on becoming the primary financial institution](#)



Building Smarter Credit Unions Through Data Strategy

Data isn't just numbers—it's the key to stronger decisions, better member experiences, and long-term growth. To help member credit unions harness this potential, **Melissa Pomeroy, CCUA's EVP & COO**, is **offering complimentary Data Strategy Sessions** designed to guide leadership teams through the opportunities and challenges of building a data-driven future.

CCUA members including **All One Credit Union** and **Westerly Federal Credit Union** have already taken part in these sessions, with **GFA Federal Credit Union** and **Harvard Federal Credit Union** next on the schedule. Each session is tailored to the needs of the credit union and can cover topics such as:

- The relevance and importance of a data strategy, including phases and approaches
- Immediate and long-term benefits such as automated reporting, data-driven decision-making, fintech integration, and AI adoption
- Build-versus-buy considerations for data solutions
- Crafting questions for inclusion in an RFP

Melissa has also led **Board Education Sessions** with **Goldmark Federal Credit Union** and **802 Credit Union**, with additional sessions scheduled for **Boston Firefighters Credit Union** and **Southcoast Federal Credit Union**. These conversations help boards understand how data and fintech are reshaping the industry, equipping leaders with the knowledge to make future-focused decisions.

Every session is complimentary for CCUA members and tailored to meet each credit union's goals. To strengthen your strategy and prepare for the future, **contact us at info@ccua.org to schedule your Data Strategy or Board Sessions today.**

Inquire about Your Data Strategy or Board Session



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