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Data Strategy Is Being Rewritten

The shift from reporting to real-time decision-making is here

Not long ago, data strategy in a credit union meant building a warehouse and generating reports that reflected the past. Then came dashboards and predictive tools, offering more visibility—but often requiring resources many institutions didn't have.

Now, AI is changing the pace entirely.

Credit unions can generate insights on demand, uncover trends without predefined queries, and make faster, more informed decisions. But with that opportunity comes new complexity.

What systems are still necessary? How should data be governed? And where should the journey begin? There's no one-size-fits-all answer—but having a clear, intentional strategy has never been more important.

[Read the full blog](#) to explore how credit unions can navigate this shift and take the next step with confidence.

[Read the Full Blog by Melissa Pomeroy, CCUA's EVP & COO](#)



Arkatechture: Understanding Where Your Data Strategy Stands

No two credit unions are the same, and understanding data capabilities is the first step toward meaningful progress. A comprehensive evaluation by Arkatechture looks across key areas like culture, people, governance, process, and technology. This approach helps clarify how data is used, from decision-making and alignment to system performance



and efficiency. With a clear picture in place, it's easier to prioritize and focus efforts.

[Learn more about Arkatechure](#)



The New Frontier of Trust: “Show Me You Know Me” in Financial Services

As digital interactions replace face-to-face relationships, trust in financial services is increasingly defined by how well institutions understand and personalize the member experience. The article highlights that today's consumers expect organizations to “show they know them” through relevant, timely, and data-driven interactions—not just generic service. Delivering on that expectation requires strong data practices, thoughtful use of analytics, and a balance between personalization and privacy.



[Read the full article from Arkatechure](#) to explore how credit unions of all sizes can build trust in today's new, data-driven financial environment.



Credit Union Data Strategy Assessment

CCUA Launches Data Strategy Assessment Initiative Powered by Arkatechure

Smart credit union leaders know data matters. The Data Strategy Assessment (DSA) gives your leadership team a clear, unbiased picture of your data today. We deliver a customized playbook that provides you with actionable next steps for your data strategy.

This program was created using what Arkatechure has learned from more than 50 credit union engagements, in partnership with the CCUA.

HOW IT WORKS

- **Align.** We meet your leadership team, align on shared goals, and define what strong data use looks like for your credit union and its priorities.
- **Analyze.** We survey your key stakeholders and host guided conversations across major areas, including culture, people, governance, processes, and technology.
- **Architect.** We build and deliver your custom data strategy playbook with clear priorities, defined ownership, and a realistic action timeline.
- **Act.** Walk away with a clear plan and the confidence to move forward on your own terms. Execute internally, issue an RFP, or deepen an existing partnership. The path is yours.

Most credit unions finish the program in four to six weeks while maintaining normal operations. No dedicated data team is needed.

WHAT THE PLAYBOOK INCLUDES

- Gap assessment: a clear, honest picture of your data readiness today
- Data maturity scores across five dimensions: culture, people, governance, process, and technology
- Identification of key strengths, gaps, and pain points across business areas
- Alignment across departments on how to effectively manage and leverage data
- Prioritized start-here recommendations tied to your specific goals

Ready to build your data strategy playbook? [Contact us](#) to schedule a call or for more information.

Learn More About CCUA's Data Strategy Assessment Initiative






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