

Cooperative CONNECTION

MONTHLY
NEWSLETTER

Progress through partnership



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Welcome to Cooperative Connection!

Introducing Your Gateway to Partnership and Innovation

The credit union industry is evolving at an unprecedented pace, bringing both challenges and opportunities. With new compliance shifts, the “great wealth transfer,” and emerging expectations from younger demographics, credit unions must adapt to thrive.

The Cooperative Credit Union Association is committed to empowering member credit unions to navigate these changes by fostering collaboration across leagues, system partners, and fintechs. This newsletter will spotlight partnerships, innovations, and the collective power of the “credit union movement.” We look forward to sharing these stories with you. [READ THE FULL INTRODUCTION FROM OUR COO, MELISSA POMEROY.](#)



CCUA Partners with Posh to Democratize AI for Small Credit Unions

The CCUA announces an innovative partnership with Posh, a leading provider of artificial intelligence solutions tailored to credit unions. This collaboration aims to empower credit unions by making advanced technology accessible and affordable, ensuring they remain competitive in an evolving financial landscape.

[Learn about our expanded partnership with Posh.](#)



Building a Digital-First Mindset

The Digital transformation isn't just about technology—it's a mindset. Alkami's 2024 Business Banking Digital Maturity Model research reveals that the most mature institutions with a digital-first culture achieve 10x higher average yearly revenue growth compared to peers still mired in legacy thinking (& technology).

It's about rethinking processes and challenging legacy norms. [READ THE FULL BLOG](#)



Clutch Empowering Small Credit Unions

Small credit unions face unique challenges in today's competitive financial landscape, from increasing operational efficiency to enhancing member experience. Clutch, a leading fintech provider, offers tailored solutions designed to help these credit unions thrive in a digital-first world.

With a focus on innovation, Clutch delivers:

- Frictionless Member Onboarding: Streamlined digital platforms that create seamless first impressions and foster deeper member relationships.
- Optimized Lending Solutions: Tech enhancing workflows, reduces costs, and drives loan growth.
- Strategic Deposit Growth: Data-driven insights to attract, engage, and retain depositors.

These solutions empower small credit unions to modernize their services, meet member expectations, and achieve sustainable growth. By addressing the unique needs of smaller institutions, Clutch ensures they remain a vital part of their communities while navigating the challenges of an evolving industry.

Learn more about how Clutch supports small credit unions at www.ccu.org/clutch.





CCUA Major Events for 2025

The CCUA unveiled its 2025 events, offering opportunities for credit union leaders to connect and grow. CU Accelerate 2025 will take place May 9-11 in Newport, Rhode Island, delivering forward-thinking insights. Fintech Connect, set for June 9-10 in Dover, New Hampshire at Lighthouse Credit Union, will spotlight innovative technology. The Young Professionals Summit is planned for summer 2025 in Massachusetts, with details to come. The schedule concludes with APEX, the annual premier convention, from October 15-17 returning to Mohegan Sun in Uncasville, Connecticut.

Visit our website for attendance and sponsorship opportunities.



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