

Application: 21744

## COVID-19 SEG and Member Outreach

### Page: Applicant Information

#### Credit Union Name

Hanscom Federal Credit Union

#### Project Title

COVID-19 SEG and Member Outreach

#### Category

Desjardins Adult Financial Education Awards > More than \$1 billion in assets

#### First Name

Diana

#### Last Name

Burrell

#### Email

dburrell@hfcu.org

#### Credit Union CEO

David Sprague

### Page: Organizational Information

#### City & State Location

1610 Eglin St., Hanscom AFB, MA 01731

#### Credit Union Field of Membership

Multiple Group

**Credit Union Asset Size**

\$1.6 billion

**How many branches does your credit union have?**

22

**How many members does your credit union have?**

91137

**How many employees does your credit union have?**

254

**How many employees were involved in implementing this project?**

8

**How many paid employee hours went into this project?**

4,800 hours

**How many volunteer/unpaid hours outside of work went into this project?**

0

**Please include your credit union's logo (EPS is preferred but jpeg works, too)**

[Download File](#)

**In 150 words or less, please give a high-level overview of your financial education efforts this year, focusing on what you consider to be the most significant programs.**

Hanscom FCU partners with over 400 organizations, providing financial education and services to thousands of their employees, students, and clients. Our financial education covers a wide range of topics: everything from money management and budgeting, to getting out of debt and preventing identity theft.

We accomplish this education through a variety of programs including:

- "Lunch & Learns," where we bring lunch to a company or organization and share financial expertise
- Online seminars
- Table events
- Benefit and health fairs
- Open enrollment programs
- Custom programs for the community and government organizations
- Personalized one-on-one conversations with members

When the COVID-19 pandemic struck, most of this financial education was halted. However our Partner Relations team went to work (from home) and recreated virtual programming targeted to members who needed pandemic-specific financial education. In addition, targeted content was developed for our [MoneyWisdom blog](#) that was shared during virtual events.

**Is this an ongoing project that you have submitted before?**

No

**If yes, what new work has been since you last submitted, to distinguish it from your previous submission(s)?**

n/a

**Credit Union Website Address**

www.hfcu.org

**Is your credit union a member of CUNA?**

Yes

**How many people do you estimate received some form of financial education as a result of your credit union's efforts this year?**

4,700 via financial education programming; 277,000 blog visitors = 281,700

**Page: Instruction**

**How did your credit union teach adults about personal finance and related topics, in or out of a classroom?**

Our Partner Relations team normally presents in-person Lunch and Learns, table events, and other educational programming, but when the COVID-19 pandemic struck and lockdowns were instituted, our PR team had to rethink their plans for 2020. Since in-person events were canceled shortly after mid-March, the PR team switched to web-based seminars, or webinars, to present personal finance topics to our members.

Concurrently, our marketing communications team developed content for our [MoneyWisdom blog](#) on topics we knew would be important to our members during stressful economic times, topics such as budgeting, avoiding unemployment scams and fraud, dealing with debt, and so much more. Many of the topics our marketing team wrote about came through our PR team, who were hearing the concern from members and passing ideas back to the organization. The PR team could then direct members attending webinars to the appropriate financial education we had on our blog.

**Describe the specific financial educational needs of your community that you addressed.**

During 2020 our members and SEGs had specific financial educational needs due to the COVID-19 pandemic and the disruption it caused to life as we knew it. They needed the information and tools we could offer, but our traditional means of getting them out (in-person events, Lunch and Learns) were off the table. These specific financial educational needs included information on topics that were relevant to the pandemic's effects including ID theft, estate planning, money management, organizational tools for work and personal finance, mortgages, investing, and credit scores.

We also addressed these same topics on our MoneyWisdom.org blog.

**Please describe the community's needs you saw that needed to be met:**

Many of the SEGs and members in our community were severely impacted by the COVID-19 pandemic. Some of our SEGs had to cease or cut back on operations during lockdown, resulting in job reductions or layoffs for their employees, or a shift to remote work. At the same time, they had to keep their businesses operational. Their employees and our members were now dealing with everything from cash flow issues to debt situations, or more practical problems such as staying organized and focused working from home.

These are the member needs we help with when life is "normal"; all we needed to do was adapt so that we could continue answering those needs when we couldn't meet in person.

**In 200 words or less, what goals did your credit union have this year, related to financial education? How did you measure your success? Be specific.**

Our goal in 2020 was to continue providing financial education to our SEGs and members when we were prohibited from delivering classes and seminars in person due to lockdown restrictions. We accomplished this goal by quickly pivoting to provide our financial wellness and "Lunch and Learn" programs virtually, and having our marketing team support these efforts with online content we could direct our members to when they had financial questions or concerns.

As a result, we worked with over 400 companies, including federal agencies, and partnered with organizations such as Blue Cross/Blue Shield and the Hanscom Air Force Base Airman and Family Readiness Center (AFRC). Attendance at our financial education seminars actually increased during this time. Our Partner Relations team worked with 4,700 people, managed over 504 activities, and delivered 148 leads back to the credit union, including 43 new members, 27 mortgage inquiries, 32 credit score enhancements, and 11 small business inquiries. In addition, we had a record-breaking year on our MoneyWisdom blog, with 277,000 visits, a 70 percent increase from 2019. Going virtual out of necessity ended up being a good thing for us: we've been asked to continue our virtual educational programming well into 2021.

*Please include any additional material or links below.*

**Supporting material**

[Download File](#)

**Supporting material**

[Download File](#)

**Supporting material**

No File Uploaded

**Supporting material**

No File Uploaded

**Supporting material**

No File Uploaded

**Supporting link**

<https://www.hfcu.org/future-seminars.html>

**Supporting link**

<https://go.hfcu.org/blog/get-smart-about-financial-goal-setting-in-the-age-of-covid>

**Supporting link**

<https://go.hfcu.org/blog/unemployed-due-to-covid-use-this-checklist-to-prepare-for-a-possible-second-wave>

**Supporting link**

<https://go.hfcu.org/blog/pandemic-credit-report>

**Supporting link**

<https://go.hfcu.org/blog/how-to-avoid-coronavirus-scams>

**Page: Awareness****How did your credit union inform various groups in your community about the problem of adult financial literacy? Please be specific and consider employers, credit union people, the press, elected officials, and the public.**

We informed various groups in our community about our programming through a variety of means. After we switched from in-person to virtual financial education, we posted signup links to our [webinar page](#) on the Hanscom FCU website. We contacted our SEGs by email to let them know of the changes we had to make to our programming, and urged them to share the URL with their employees. We did outreach by telephone to everyone from business owners to human resource representatives to remind them we were ready and able to continue educating despite the lockdown.

Maria Porto, our assistant vice president of partner relations who is also president of the Bedford Chamber of Commerce, worked with the chamber to spread the word throughout 2020. We are also very involved with other chambers in the area, including the Nashoba Valley, Lowell, Billerica, Beverly, Burlington, and Boston chambers. We used social media to announce upcoming webinars ([Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#)), and we shared dates and webinar descriptions on our [MoneyWisdom blog](#).

**Supporting material**

[Download File](#)

**Supporting link**

<https://go.hfcu.org/blog/what-is-a-seg-your-key-to-credit-union-membership>

**How did your credit union persuade local employers, service organizations, and tech schools to provide personal finance instruction for adults?**

We spoke to over 400 companies we partner with to let them know we would be continuing our financial education through virtual means (Zoom). Because this technology was relatively new, we even offered to help several of our SEGs learn the basics of running a Zoom meeting! We helped them with everything from showing them how to set up a meeting, to fun stuff, like creating a virtual background for their employees to use. It was a value-added service that our SEGs really seemed to appreciate!

**Supporting material**

[Download File](#)

**Supporting link**

*Please include any additional material or links below.*

**Supporting material**

No File Uploaded

**Supporting material**

No File Uploaded

**Supporting material**

No File Uploaded

**Supporting link**

**Supporting link**

**Supporting link**

**Page: Collaboration**

**Explain the ways that your credit union needed to collaborate with other organizations to provide financial education to adults.**

As mentioned earlier in this entry, Maria Porto is an active member and officer of the Bedford (MA) Chamber of Commerce, and works closely with other local chambers. This enabled her to make contact with organizations in our area that needed help educating their employees about financial topics during the pandemic. We also worked with Blue Cross/Blue Shield of Massachusetts and Hanscom AFB's Airman and Family Readiness Center to develop targeted programming.

**How did your credit union assist in training instructors and volunteers to teach others about personal finance?**

Our partner relations team are expert presenters of financial education, so they did not need any additional training. They are savvy speakers when it comes to subjects like budgeting, debt reduction, home buying, investing, credit score improvement, and more. However, since the COVID-19 pandemic prevented us from presenting in person, we had to pivot quickly and master presenting our material over Zoom. Luckily we had an easy learning curve, and we were even able to teach Zoom tricks and tips to our SEGs and members who were struggling with the platform.

*Please include any additional material or links below.*

**Supporting material**

No File Uploaded

**Supporting link**

**Supporting link**

**Supporting link**

**Supporting link**

**Page: League Only**

This section is for Leagues only. If you are a credit union, please proceed to the next section and continue answering the questions on the following page.

Thanks!!

**Page: Final Step**

**Please describe how you met the needs that were previously not met:**

Last year was a year no one expected with the COVID-19 pandemic affecting almost every area of our lives, from our health and jobs, to how we kept in contact with our neighbors and families. We had to cease the in-person financial education events we had planned for 2020 and switch to a virtual-based means of teaching, which required a little re-juggling. For example, if we had an in-person event with a group activity, we had to translate it into an activity our participants could do at home while in a virtual session with us. Furthermore, we reconsidered the programming we'd planned for the year and focused on financial education that would be appropriate and needed for our SEGs, their employees, and our members during this health (and economic) crisis.

**Is there anything else you would like to include?**

The experience we had in 2020 ended up showing us that virtual education was something we not only could do, but do well. In fact, our webinars and virtual presentations had increased participation during COVID-19. They were embraced by our SEGs and members, and have resulted in the continuation of our virtual programming in 2021.

Please include any additional information you were unable to add on previous pages

**Supporting material**

[Download File](#)

**Supporting material**

No File Uploaded

**Supporting link**

**Supporting link**

**Supporting link**

**Supporting link**

**Supporting link**

**Supporting link**