



POSTAL COURIER

An online newsletter for members of the
National Council of Postal Credit Unions

Where Postal Issues Matter

LATEST FROM THE USPS PRESS ROOM:

USPS Explores Legislative Proposals (August 12, 2011) - "While the Postal Service remains the cornerstone of a \$1 trillion industry and will continue to be vital to the U.S. economy, the Postal Service will be insolvent next month due to. . ." [read more](#)

Postal Service Begins Labor Contract Negotiations With Two Unions (August 18, 2011) - "Facing a projected loss of more than \$8 billion for this fiscal year and a projected need to reduce its workforce by 220,000 employees by 2015, the Postal Service begins today contract negotiations with the National Association of Letter Carriers, AFL-CIO (NALC) and on Aug. 30 with the National Postal Mail Handlers Union (NPMHU). The two unions represent . . ." [read more](#)

Looking for current USPS news in your local area? Go to <http://about.usps.com/news/welcome.htm> and select your state under the "Local Releases" section.

FUELING GROWTH BY SERVING GEN Y

The future sustainability of credit unions depends on successfully serving Generation Y. Yet, statistics reveal that, of all age groups, credit unions have the lowest penetration in this segment. Considering Gen Y is the second largest group representing 76 million of the population (Baby Boomers represent 77 million), this is a largely untapped consumer group.

Gen Y -- *A term describing the generation born between the early-1980s and the mid-1990s. Generally marked by an increased use and familiarity with communications, media and digital technologies. Also known as Millennials, Generation Next, Net Generation, Echo Boomers.*

So, how do credit unions reach this up and coming generation of financial consumers? According to marketing consultant Kris Wickline, it's important to start now. Don't wait until Gen Y is in its peak borrowing years to reach out to them. Here are other strategies to help your credit union attract and serve Gen Y members:

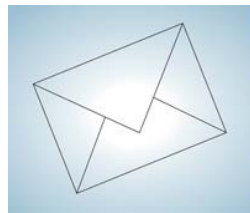


- ✓ Easy online access to services is crucial!
- ✓ Focus on their top financial needs—money management and reducing debt
- ✓ Engage them through education and service
- ✓ Appeal to their need for one-stop-shopping convenience
- ✓ Communicate to them where they are (mobile devices, social media)
- ✓ Offer programs that provide access to student lending to help fund their future
- ✓ When appropriate, target their parents in your marketing efforts

Wickline also suggests that just adopting a “youth strategy” isn’t enough. Credit unions should consider evolving their business model to attract Gen Y. In other words, think like they think. They connect (online) to transact, communicate and express themselves. They research, seek opinions, buy and leave opinions—Yelp and Amazon are prime examples of this. On the whole, they have learned about finances from friends and relatives. Take a look at your Gen Y marketing strategies to evaluate your approach to attracting this substantial segment.

Contemplating a Change?

Two postal credit unions have changed their names to reflect expanding memberships. Springfield, Missouri-based Postal Federal Community has just announced the switch to **BluCurrent Credit Union**. And in Ohio, Cleveland Postal Employees Credit Union has become **Ohio’s First Class Credit Union**. Name changes can be a big undertaking, but have many advantages. Is your credit union considering changing its name? Learn how Priority One Credit Union in Pasadena simplified the process in a 2001 feature in [Credit Union Times](#)



The Council Wants to Hear From Your Credit Union!

Put NCPCU on your press release distribution list:

Email:

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PO Box 160
Del Mar, CA 92014



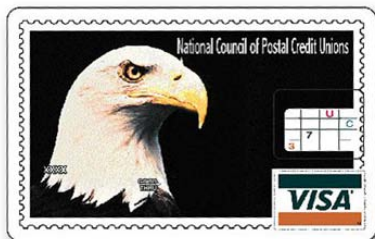
NCPCU on Facebook!

The National Council of Postal Credit Unions is on Facebook! Visit our page for the latest updates and 'Like' us today!



Charleston, South Carolina
April 22-24, 2012

Include
NCPCU's
29th Annual
Conference
in your
2012 budget



Council Partners with Affinion Group to Offer Flex Checking Program

Is your credit union looking for a new solution to replace lost fee income? Affinion Group has a Flex Checking product that has the flexibility to work within both free and fee-based checking structures. It is a complete turn-key solution that delivers a sustainable fee income stream, while rewarding members with value-added benefits. Contact Bethany Armstrong at Bethany.armstrong@affiniogroup.com to learn more.

It's Charleston in 2012!

From April 22-24, postal credit unions will gather in the historic city of Charleston, South Carolina to learn, connect and grow. As budget time approaches, be sure to include the Council's Conference in your plans. Registration fees will be under \$700 and NCPCU's special room rate at the DoubleTree Charleston is \$195.

Next Eagle Plastic Card Order

The next bulk plastic card order will be placed on September 30, 2011. The estimated ship date for this order is October 24, or earlier. To place an order, please e-mail the request to ncpcu@ncpcu.org, or call NCPCU at 1-858-792-3883. Interested in learning more about this program, call the Council to learn how your credit union can save on Eagle image plastic cards.

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www.ncpcu.org