



CrossState Credit Union Foundation
CU EXECUTIVE LEADERSHIP PROGRAM

The Foundation Credit Union Executive Leadership Program is now available through CrossState Credit Union Foundation to members of the Emerging Leaders.

The Executive Leadership Program was created for the future leaders of the credit union industry and provides more than \$10,000 of funding for each participant for a six-year curriculum of credit union leadership development. Each year, two active Emerging Leader members will be selected as Credit Union Fellows to participate in the program. This program is a significant commitment on the part of CrossState Credit Union Foundation and the participant. Careful consideration to this commitment should be given prior to applying for this program.

Program Vision

To encourage and advance the capabilities of credit union leaders by providing access to outstanding professional development opportunities and through building relationships with other Fellows and leadership coaches.

Nomination Process

Fellows will be selected based on information provided in their written application. Approval and recommendation of the application must be received from the applicant's CEO and a letter from the applicant detailing why they would like to participate in the program are required. Please refer to the Nomination Form.

Please note: If a Fellow moves his/her employment to another credit union during the six-year training period, approval must be documented from their new employer. If the Fellow terminates employment with a credit union or active participation with the Emerging Leaders during the six-year period of enrollment, their participation in this program will also terminate.

Submission deadline is February 15 of each year. Contact Michael Wishnow at 800-932-0661, extension 2213 or by email at mwishnow@crossstate.org.

Program Description

The Credit Union Executive Leadership Program is an exceptional in-depth series of training opportunities designed for credit union employees who have an interest in and demonstrate the aptitude to assume greater roles and responsibilities.

The positive impact on employee dynamics ignites a passion that keeps participants motivated as they develop the leader within. They will delve into real life case studies through interaction with peers, developing deep relationships that enhance and strengthen the credit union community. Private one-on-one mentoring/coaching sessions are key to the individual's success and thus the credit union's success.

This investment in developing credit union leaders directly improves quality, efficiency, and performance within teams, offices, and branches thus improving the credit union's bottom line. It is the direct application of leadership concepts that makes the Foundation Credit Union Executive Leadership Program a valuable professional development opportunity.

Benefits

CrossState Credit Union Foundation believes that developing new leaders will relate to higher employee commitment, reduced turnover, higher morale, and increased productivity and profitability for credit unions. Improved accountability, stronger work ethic, better employee relations, greater retention, and better conflict management are the expected results of participating in the Foundation Credit Union Executive Leadership Program.

Leadership Coaches

Fellows will be matched with a different Leadership Coach for each year of the program. Each Coach will be a resource to the Fellow during their journey through this training. By having multiple coaches, participants can garner the greatest breadth of experience and networking.

IMPORTANT:

The program is divided into three areas of training and covers a six-year time frame.

You must obtain full program details on each training prior to completing this application and making the commitment to complete the full program. By completing and submitting your application, you acknowledge that you fully understand the commitment you are making and agree that you will complete all portions of each program.

In addition to what is contained in this application, please get the latest information and time lines from:

1. The CrossState Education Department for CrossState Leadership School
2. The National Credit Union Foundation for Credit Union Development Education – DE
3. CUNA for CUNA Management School

If the applicant has already completed any of the trainings, this will not preclude them from being accepted into the program and the applicant will not be required to complete that portion of the program again.

The Foundation Credit Union Executive Leadership Program was modeled after a Center for Credit Union Leadership program.

YEARS ONE AND TWO

Participants will participate in the CrossState Leadership School, a week-long training held each year in August in State College, Pennsylvania.

CrossState Leadership School (Basic or Advanced)

The CrossState Leadership School offers an excellent opportunity to develop the important management skills so critical to success. Students may choose from either Basic Management or Advanced Management tracks based on prior experience.

The Basic Management track is designed to build skills in the basics roles, responsibilities, and relationships needed for participants to become tomorrow's credit union leaders. Fellows will develop practical skills in core competency areas that are key to the successful supervision and leadership of others.

This course of study is recommended for supervisors, frontline personnel, and other credit union professionals who has little formal training in effectively supervising the work of others. Experienced supervisors who have learned through "trial and error" without the benefit of any structured training program would also find this track beneficial in enhancing their real-world experiences with proven, research-based supervisory strategies.

The Advanced Management track is designed for experienced leaders who want to keep their knowledge and skills up to - or a step ahead of - the demands of today's credit unions. It will provide opportunities for CEOs and managerial leaders to build on their existing skills, core competencies, and experience.

This course of study is recommended for experienced credit union leaders - or for individuals who have completed the Basic Management track.

In addition to the core curriculum, a full day is dedicated to current credit union topics. This day is designed to show attendees how to apply the management theories at CrossState Leadership School to address challenges facing credit union leaders. Leaders from credit unions around the state are invited to share their personal insight on how to meet these challenges, and experienced credit union professionals will lead breakout sessions on a variety of selected topics.

Who Should Attend? The CrossState Leadership School is a leadership development program designed to meet the educational needs of credit union CEOs, managers, and staff. The school is sponsored by the CrossState Credit Union Association, in cooperation with Penn State Corporate Learning. The faculty members have advanced academic degrees and years of experience facilitating leadership training for adults.

YEAR THREE

The second phase of the CU Executive Scholars Program is participation in the Credit Union Development Education (DE) Program.

Credit Union Development Educator

What is DE?

Linking our past with credit unions' present, the DE program brings renewed relevance to the philosophy of "People Helping People." This unique and transformative training provides critical lessons in cooperative principles, credit union philosophy, and international development issues while incorporating challenges credit unions face today.

During the National Credit Union Foundation's week-long DE Training, participants are involved in group exercises, field trips, encouraged to ask questions of visiting speakers, and are required to complete team projects proposing solutions for credit unions to help alleviate or eliminate challenging situations in any given area.

Why Become a CUDE?

DE training is open to everyone from new employees who need a credit union orientation to seasoned executives who need to recharge. Participants cite many benefits of attending DE training:

- Graduates acquire skills in credit union outreach initiatives, problem solving, technical assistance, team building, and public presentations.
- Graduates earn certification as Credit Union Development Educators (CUDEs). They join a networking group of thousands of graduates from across America and other countries.
- CUDEs realize that local issues are indeed global – and that credit unions grow stronger by working cooperatively.
- CUDEs return to their jobs with new understanding of how to promote cooperative principles and credit union values as distinct advantages in today's competitive financial services marketplace.
- CUDEs become passionate advocates of the credit union philosophy, which boosts employee motivation, creativity, and a deeper commitment to their credit union organization and the movement.

YEARS FOUR THROUGH SIX

The final component to the training is enrollment in CUNA Management School.

[CUNA Management School](#)

Each July, the University of Wisconsin and the city of Madison become home to credit union professionals who are investing in their careers and the credit union movement's longest-running high-level educational program. The CUNA Management School program builds dynamic leaders with a rigorous blend of university classes and experiential learning activities.

CUNA Management School has a well-earned reputation as an outstanding three-year executive education program that has prepared thousands of students.

Affiliation with CUNA/State Association required for attendance.



CU Executive Leadership Program
Nomination Form
for 20_____

Fellows will be selected based on information provided in their written application. **A letter of recommendation from the applicant's CEO and a letter from the applicant detailing why they would like to participate in the program are required. See below.**

Credit Union _____

Nominee's Name _____ Title _____

Nominee's Office Phone _____

Nominee's Cell Phone _____

Nominee's Email _____

CU Mailing Address _____

City / State / Zip _____

Supervisor's Name _____ Title _____

Supervisor's Phone _____

Supervisor's Email _____

Has the Nominee already completed any portion of the Program? _____

To be considered for the Foundation Credit Union Executive Leadership Program, please email the following to mwishnow@crossstate.org.

- this nomination form
- a letter of recommendation from your credit union CEO. This must include a commitment to allowing the applicant's active participation in the program for the full six years, including any work needed to complete the requirements of each training outside of the formal training session time.
- your letter of interest, stating your reasons for wanting to participate, your understanding of your commitment to this program and your agreement to complete all portions of each training.
- a copy of your resume

Submission deadline is February 15. Contact the CrossState Credit Union Foundation at 800-932-0661, extension 2213 or by email at mwishnow@crossstate.org.

Please note: If a Fellow moves his/her employment to another credit union during the six-year training period, approval must be documented from their new employer. If the Fellow terminates employment with a credit union or active participation with the Emerging Leaders during the six-year period of enrollment, their participation in this program will also terminate. Applicants are welcome to reapply if not previously accepted into the program.