



Exploring Strategies to Increase Diversity, Inclusion, and Equity at Your CDFI and Beyond

Alan Branson
Hope Enterprise Corporation/Hope Credit Union
November 11, 2015



2015 OPPORTUNITY FINANCE NETWORK CONFERENCE

Mission

- Strengthen communities, build assets and improve lives in economically distressed areas in the Mid South by providing access to affordable, high-quality financial products and related services.
- Leverage private, public and philanthropic resources to tackle development hurdles facing low-income communities that cannot be addressed by any one sector by itself.

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Quick History

- 1994 - Enterprise Corporation of the Delta started as 501(c)3 loan fund
- 1995 – Hope Credit Union started as church-based community credit union
- 2002 – ECD becomes sponsor of HOPE. Staff is merged. Separate Boards.
- 2004 – New Markets Tax Credit Capitalization / Secondary Capital
- 2005 - Katrina
- 2008-2010 – Hope Credit Union merges three more credit unions.
- 2011 – Brand is unified. ECD becomes Hope Enterprise Corporation.
- 2012-now – Bank Deserts / Expansion

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Not Just Hiring....

- Board composition
- Promotions
- Pay levels
- Discipline/Terminations
- Customers/Ownership
- Vendors
- Partners
- Reputation management

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From the beginning...

- Leadership from the top
- Not formalized – continuous discussion
- Buy-in from senior/middle managers
- Have to push - accountability

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Addition of HR...

- After Katrina - Time of rapid growth
- Invaluable - if right people in place
- Formalized Affirmative Action Plan
 - Federal contractor requirement
 - Annual EEOC reviews
 - Formalizes part of the process
 - Risk mitigation
 - Minimum threshold

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Current/future efforts...

- HBCU partnerships/hiring
- Bilingual staff expansion (Spanish/English)
 - New networks
 - Related work
 - Existing staff – develop Spanish-speaking skills
- More formalized development tracks
 - Internal and external resources
- Expansion of MWOB lending
- Expansion of Retail networks

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Exploring Strategies to Increase Diversity, Inclusion, and Equity at your CDFI and Beyond

Cooperative Finance Leaders for America (CFLA)

Pamela Owens, Vice President of Programs
NFCDCU



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National Federation of Community Development Credit Unions



To help low- and moderate-income people and communities achieve financial independence through credit unions.



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Who We Are

- The Federation was established in 1974 to promote financial inclusion
- Organize, support and invest in credit unions serving low-and moderate-income consumers
- Fast growing network:
 - ✓ 228 member credit unions in all 50 states
 - ✓ 3 million combined members served
 - ✓ \$25 billion in combined CDCU assets
- Most Federation members are low income designated, CDFI-certified, or both
- Member assets range from less than \$5 million to more than \$5 billion
- Member Credit Unions
 - 80% Urban
 - 20% Rural

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What We Do

Innovation

- Develop new products and services to reach LMI consumers
- Foster strategic partnerships to expand service delivery
- Identify, document and promote best practices

Investments

- Invest more than \$30 million in member credit unions
- Strengthen member's financial position to expand impact

Capacity-Building

- Technical assistance, webinars, practical tools, guides,
- Consulting services support CDCUs at all stages of development

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Cooperative Finance Leaders for America (CFLA)

- Funded through a grant from Citi Community Development
- Objectives
 1. Recruit and support new, emerging leaders in the credit union/cooperative finance movement;
 2. Gives current credit union employees a chance to make a bigger impact and new recruits a chance to learn the fundamentals of finance appropriate for low and moderate income communities;
 3. Allows new leaders to inject fresh ideas and perspectives to an aging movement;
 4. Hands-on experience working with low and moderate-income communities.

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CFLA 2013-2015



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CFLA Alum



Rachel Barker, Holy Rosary CU
(Kansas City, MO):
Started work like as loan officer for
commercial bank now Director of
Branch Operations.

Monique Dunbar, CU of Atlanta
(Atlanta, GA):
Started career as marketing
officer for commercial bank.
Currently the Interim CEO.



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For more information about the CFLA program,
please visit our website at:

www.cdcu.coop

Or

Contact Pamela Owens at
[powers@cdc.coop/](mailto:powers@cdc.coop) 212 809-1850, Ext. 215

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Exploring Strategies to Increase Diversity, Inclusion, and Equity

Vicky Garcia - SVP Strategy & Risk Management
Latino Community CU



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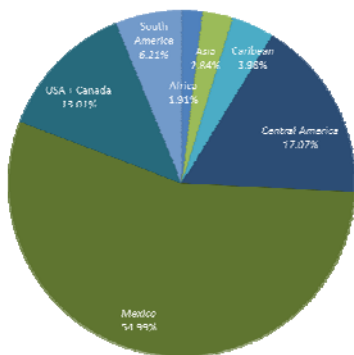
Diversity, Inclusion and Equity must be aligned with the big picture vision and goals of the institution

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Our members are diverse:



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LCCU employees represent the community that we serve:



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LCCU Board represent the community that we serve:



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Hiring Philosophy

- Potential to grow
- Experience in the financial system in their country of origin or the US
- We value education obtained outside the US
- DACA



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Growth from within



Career path • Training • Leadership program

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Questions?



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