

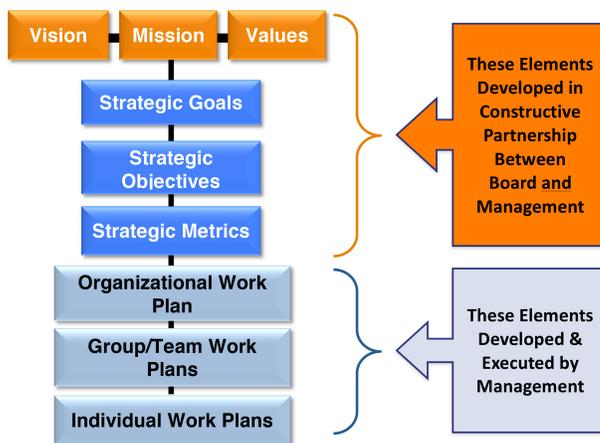


Credit Union Vision & Mission Statements

Vision and Mission Statements are core components of a credit union’s strategic plan. They are the foundation upon which the rest of your credit union’s strategic plan will be built. So, it’s important that they be clear, concise and on-point.

Vision Statements are a brief and frequently inspiring or provocative statement describing how the world will be different as a result of your mission and efforts. A Mission Statement is a brief statement describing the reason an organization exists, and it utilized to help guide decisions about priorities, actions and responsibilities. (If you cannot get your mission statement below 15 words, create a tagline [between two and six words] that people can more easily remember.)

Strategic Plan Elements



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Along with Strategic Goals, Objectives and Metrics, we recommend that Vision and Mission statements be developed in cooperatively between the Board and Senior Management. Organizational, Group and Individual work plans should be left to your credit union’s Senior Management and his or her team.

To inform your efforts, Quantum Governance is pleased to provide the following credit union vision and mission statements for review and consideration¹.

Navy Federal

Vision Statement

Navy Federal Credit Union will perform with such excellence that all present and potential members will choose Navy Federal as the preferred source for their primary lifetime financial services.

¹ Inclusion in this document does not imply endorsement by Quantum Governance; the information herein is offered for informational purposes only.



Mission Statement

Be the most preferred and trusted financial institution serving the military and their families.

State Employees' Credit Union

Mission Statement

To be the trusted provider of financial services to every eligible member and to enhance the value of their lives and financial well-being while maintaining our fiscal strength.

Motto

The State Employees' Credit Union motto is "People Helping People" and we operate with the working principle of "Do the Right Thing."

Purpose

As a not-for-profit cooperative association, the purpose of State Employees' Credit Union is to:

- ☐ Promote thrift among its members by affording them an opportunity to accumulate their savings
- ☐ Create for them a source of credit at a fair and reasonable rate of interest
- ☐ Provide for its members an opportunity to use and control their money to improve their economic and social condition

Del Norte Credit Union

Vision Statement

To create a 5-star member experience

Mission Statement

Dedicated to helping our members achieve their financial goals by being a trusted source of unbiased financial advice

Value Statement

Improving the Lives of Others



Pentagon Federal Credit Union

Mission Statement

Our longstanding mission has been to provide superior financial services, responsive to members' needs in a cost effective manner. We offer market leading mortgages, automobile loans, credit cards, checking, and a wide range of other accounts with our members' interests always in mind.

BECU

Mission Statement

As a member-owned, not-for-profit credit union, BECU is committed to our members. We will uphold our fundamental responsibility to actively serve our membership, and as appropriate, the communities they live in. We will treat all members with respect and dignity and we will offer honest, fair deals to members at all times. We will deliver a range of low-cost products and services to the diverse economic and social makeup of our members and potential members. We will continually, in all facets of operations, demonstrate the value of membership in BECU.

Golden 1 Credit Union

Vision Statement

A dynamic and trusted leader committed to enhancing the financial well-being of our members and diverse communities.

Mission Statement

We deliver financial solutions with value, convenience, and exceptional service.

Core Values

1. **Service Excellence:** We are a member-focused organization committed to exceeding expectations in everything we do.
2. **Integrity:** We earn your trust by being responsible, honest, and accountable.
3. **Respect:** We are a caring organization that respects and values our members, employees, and communities.
4. **Financial Stability:** We can be relied upon for our financial strength and security.



Alliant Credit Union

Mission Statement

As a member-owned cooperative, Alliant provides members...Consistently superior financial value through high returns on deposits and low rates on loans; and friendly, efficient and personalized service.

Values Statement

At Alliant Credit Union, we share a common set of Values, which guide our behavior among our members, our partners and ourselves. Those Values are:

- **Members First.**
Our member-owners are our first priority, and their interests serve as our “North Star” in guiding our decisions.
- **Talent Optimization and Employee Advocacy.**
We sustain our lean operational model and deliver member advocacy by optimizing the unique talent and rich, diverse strengths of our employees. We advocate for our employees, on par with our members, and are committed to providing our employees great leaders who create environments that engage, motivate, reward, recognize and provide growth and opportunity for all.
- **Philanthropy and Community Involvement.**
We provide financial and in-kind support to organizations and programs that address critical community needs, particularly those that promote economic empowerment and self-sufficiency in people.
- **Integrity.**
We uphold the highest standards of business ethics and conduct, and are committed to maintaining the highest level of safety, soundness and security for our members’ investments and assets.
- **Collaboration, Teamwork, and Respect for Individuals and Individual Differences.**
As a highly interdependent organization, we collaborate together to achieve common goals. In so doing, we treat each other, our partners and our members with respect. To this end, we respect and celebrate the differences in each other and believe that we are stronger if we acknowledge value and nurture the possibilities of our diversity.
- **Commitment for Continuous Improvement, Innovation and Disciplined Execution.**
We believe that each employee contributes greater value when they are able to shape and impact their work and apply situational judgment to achieve optimal results for members. This level of employee ingenuity translates to continuous improvement – the primary means by which we sustain and enhance our efficient and lean business model, while delivering high value and quality products and services to our members.



Security Service Credit Union

Mission Statement

The mission of Security Service Federal Credit Union is to provide our members the true benefits of ownership in a financially sound credit union by delivering personalized services of the highest value and quality.

At Security Service, member service is the cornerstone of our everyday decisions and operations, from the front lines to the boardroom. It's our goal to help members build strong financial futures by listening to their financial needs and finding innovative ways to help them improve their financial situations.

America First Credit Union

Mission Statement

Our mission is to provide personal financial services of a superior quality to the members/owners; our chief concern being their financial well-being.

We desire to be the primary financial institution of our members. We will use automation and technology to support a highly trained group of volunteers and staff. Professional managers will be accountable for the quality of service and will be given sufficient flexibility in implementing policy to ensure that the member perceives the highest degree of excellence in every contact.

Professional marketing will provide aggressive programs to sustain and increase growth. We will seek our growth both from new members and by serving the financial needs of present members in a more complete manner. We will not sacrifice quality of present services to seek growth.

In order to provide quality member services, the credit union must remain financially sound and secure. Adequate operating controls, capital reserves and liquidity will be maintained at all times.

We will be sales oriented in our approach to members, and traditional credit union philosophy will remain our guiding principle. Among financial institutions, this credit union is a unique organization with deep and abiding human values. Our goal is to maintain those qualities.



First Technology Credit Union

Mission Statement

The purpose of this credit union is to promote thrift among credit union members by affording them the opportunity to accumulate their savings, to create a source of credit at fair and reasonable interest rates, and to provide the opportunity for the members to use and control their money in order to improve their economic and social condition