



**Texas Credit Union League™**



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## **Texas Credit Unions Reaffirm Commitment to Hispanic Outreach**

*Tap into resources made possible through Texas Credit Union League,  
Coopera Consulting Collaboration*

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Tuesday, Dec. 15, 2009 – (Dallas, TX) – Four Texas credit unions have reaffirmed their commitment to the Hispanic community, and hope that the Hispanic Opportunity Navigator (HON), an assessment tool developed by Coopera Consulting, will provide them with greater insight into serving this segment of the population that is disproportionately underserved.

The Texas Credit Union League (League) is collaborating with Coopera Consulting to make this assessment tool available to its member-credit unions. Several years ago, the League launched an initiative, Juntos Avanzamos – or “Together we Advance.” Geared toward the Hispanic population within Texas’ unbanked and underserved market, this program seeks to empower Texas credit unions to more effectively address the unique needs of this market.

Amarillo Community Federal Credit Union, Beacon Federal Credit Union in La Porte, First Central Credit Union in Waco and Unity One Credit Union in Fort Worth are among the 12 Texas credit unions to have gone through the League’s rigorous application process to become a Juntos Avanzamos credit union. Now they are taking it a step further by undertaking the scrutiny of the HON.

“In the past we have tried to use our existing concepts to communicate and market to the Hispanic community. We quickly realized, however, that this was ineffective and that we simply must have a better understanding of their culture and develop new concepts accordingly,” says Arna Reynolds, president and CEO of Amarillo Community Credit Union. “It is our hope that the HON will provide us this guidance so that we are able to more precisely tailor our marketing efforts and product offerings, while at the same time maintaining sensitivity toward cultural nuances.”



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Although not mandatory, the League is highly encouraging all existing Juntos Avanzamos credit unions to participate in the HON. All other Texas credit unions, however, must go through the HON in order to apply for the League's Juntos Avanzamos designation.

The HON is a fee-based program and the negotiated cost for Texas credit unions will be shared between the applying credit union and the League – through the Richard L. Ensweiler Community Investment Fund. The fund was established in honor of Ensweiler for his deep commitment and passion to Hispanic outreach.

League president and CEO Dick Ensweiler says partnering with Coopera Consulting, a credit union-owned organization was the logical next step.

“The HON is a comprehensive tool that compliments well our Juntos Avanzamos program,” notes Ensweiler. “The Juntos Avanzamos program basically identifies what it takes to meet the needs of the Hispanic community, and the HON provides the roadmap.”

Warren Morrow, president and CEO of Coopera Consulting, concurs.

“The HON assessment and the Juntos Avanzamos program are a natural fit to strengthen the Hispanic outreach efforts of Texas credit unions,” says Morrow. “After completing this assessment, a credit union will have the prioritized steps necessary to become the financial institution of choice serving Hispanics within its field of membership.”

Coopera Consulting is owned by the Iowa Credit Union League and is a strategic partner of the Credit Union National Association (CUNA).

***About Texas Credit Union League™***

*The Texas Credit Union League is the official trade association for credit unions within the State of Texas. The League represents, on a state and federal level, over 500 credit unions state-wide, which are owned by 7.2 million members (about one-third of the state's population). Organized in 1934, the League protects credit unions and promotes their growth, strength and unity. It accomplishes the mission through advocacy services, regulatory and compliance advice, training and event activities, marketing and public relations actions, and by delivering innovative, high value and profitable business solutions to the members. For more information, visit [www.tcul.coop](http://www.tcul.coop) and [www.creditunionmember.org](http://www.creditunionmember.org); write to us at 4455 LBJ Freeway, Suite 1100, Dallas, Texas 75244, or call us at 469-385-6400.*

*Texas credit unions - strong, safe, and secure for 75 years.*

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