



*CUANM's monthly update is designed to add value to member credit unions while sharing upcoming initiatives and events.*

*We're excited to share what's ahead and encourage you to share this with your entire team!*

## Youth Financial Literacy Month!



### NM Credit Unions READ For Financial Literacy

**13 credit unions**

**89 volunteers**

**208 classrooms**

[Email Pictures Here](#)

4,317 students

Thank you to everyone who volunteered to read!

A special thank you to Ann Swickard, Nusenda Credit Union, for bringing this idea to the Credit Union Foundation of New Mexico.

Send us your pictures from the event!



## Financial Literacy Is More Than Just One Month

As the month of April is in full swing, we can see the need for the topic to continue throughout the years to come, is important!

Read the CUInsight article...

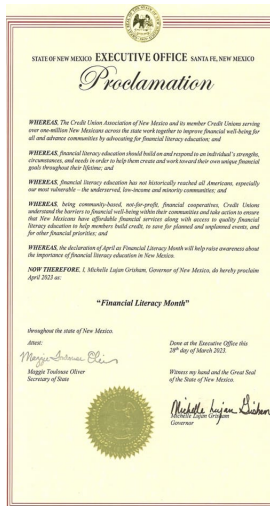
[Read The Article Here](#)



## NM Junior Achievement Volunteer Recognized From First Financial Credit Union

Jonathan Sorsabal, Financial Development Educator at First Financial Credit Union was a first-time volunteer this spring semester at Independence High School...

[Read More Here](#)



## April Declared Financial Literacy Month!

The Governor and Secretary of State has declared April as Financial Literacy Month...

[See It Here](#)

**CU Resources**



## CU At The Credit Union Happy Hour

Unscripted is a collaborative conversation among Credit Union professionals tackling the most pressing topics in our industry. A fun and exciting exchange of ideas, Unscripted was born during the pandemic to recreate the synergy and solutions seen at happy hour during GAC and other major Credit Union conferences. If you have a passion for our industry and are excited to share with others, Unscripted is the venue to meet others and be heard....

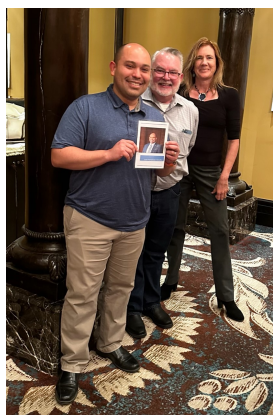
[Stay Up To Date Here](#)



## Nominate A Credit Union ROCKSTAR!

The editorial team of **Credit Union Magazine** is now **accepting nominations** for the 11th annual class of Credit Union Rock Stars. Credit Union Rock Stars are credit union professionals and volunteers who leverage their exceptional creativity, innovation, and passion to advance their credit unions and elevate their communities. In 2022, we **recognized 25 individuals** who make the movement a better place.

[Read More Here](#)



## Juan Named CU Champ At Explore The Why Conference

Juan Fernandez Ceballos was added to the list of CU Champions highlighted during CUANM's inaugural Exploring the Why workshop.

[Read More Here](#)

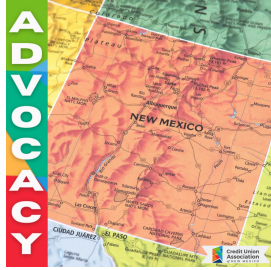


## Introducing Huddles

Huddles are the Employee Resource groups that will be created to advance diversity, equity, inclusion, and allyship efforts within our New Mexico credit union community. These groups are voluntary, credit union employee-led groups that serve as a resource for credit union staff and volunteers to help foster a diverse

[Email Kelsey To Participate](#)

and inclusive workplace.  
Questions?  
E-mail **Kelsey** today...



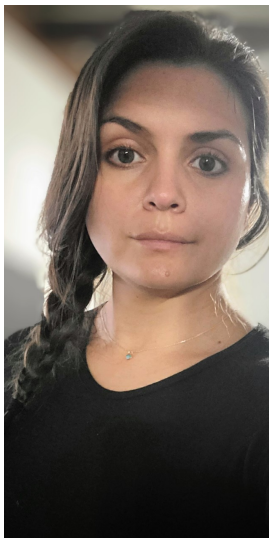
## Your CUANM Advocacy Updates

All bills that were tracked in the New Mexico State Legislature have either been passed or vetoed; check our **website** for more information.

[See The Declaration](#)

The Governor and Secretary of State has declared April as Financial Literacy Month!

## Celebrate NM Credit Unions



### NM CU Employee Spotlight: Jacklyn Gonzales From US Eagle Federal Credit Union

[Read More Here](#)

Her nomination read:  
*"I would like to nominate Jaclyn (Jac) Gonzales for the Employee spotlight. Jac is the Member Experience Manager (Contact Center Manager) here at US Eagle. Jac is committed to the development of her team. Jac tirelessly invested numerous hours working to increase the knowledge and development of her staff. This investment resulted in a consistently great member experience. Her efforts brought positive survey scores. In addition to the feedback received directly from our members, we also saw positive results in our overall Abandon rates, and Service Levels. Jac sets a great example for her team!"*

Nominate someone today!  
**Email Nanci**



**Nusenda Credit Union was recently named the Albuquerque Public Schools 2023 Outstanding Corporate Partner**

[Read More](#)

This award is presented each year to an organization that stands out for its investment of time and resources to meet the needs of students and educators across Albuquerque.



## Sandia LFCU Hosts Book Drop Off

SLFCU will host a drive-through book drop-off on April 22 from 9:00 a.m. to 1:00 p.m. at our Juan Tabo, Cottonwood, and Paseo branches. They can accept new and gently used English, Spanish, or bilingual children's books. Your donations will help give the gift of reading to a deserving child.

[Read Facebook Invitation Here](#)



## Financial Security Credit Union SHINES at Shine Carlsbad

FSCU was out and about town! They had the opportunity to volunteer at one of the best nights of the year, "Shine Carlsbad." It is a night to remember...

[Read Their FB Post Here](#)



## Family Friendly New Mexico Awards Several NM CU's

The Family Friendly Business Award® recognizes and supports employers creating thriving workplaces!

[See Their FB Page Here](#)

## Endorsed Partner Updates



## 4 Keys To Credit Union Success

Having solid systems in place is core to any successful business. Equally important is the constant support these systems receive to stay up-to-date, agile, collaborative and in-line with customer needs. The credit union system is no different...

[Read More Here](#)



## Clients Need To Be Ready To Defend Their Policies

In light of the recent failures of mid-size U.S. lenders, the Chief of US Consumer Finance called for more robust risk management at fintechs and financial institutions.

**Zest AI** is excited to work with our financial institution partners to mitigate risk and bias with AI-automated credit underwriting resulting in more accurate predictions to reduce losses.

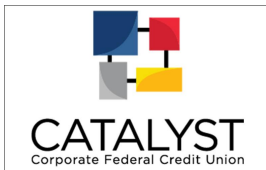
[Read The Article Here](#)



## We'll answer the question "What would Velocity do?"

In the areas of account acquisition, onboarding, driving account activity, and crafting an ideal consumer liquidity strategy...

[Learn More](#)



## Balancing Liquidity and Earnings

Credit unions often feel squeezed between two conflicting goals. On one hand, maintaining safe levels of liquidity is important for any financial institution. On the other hand, growth should also be sought and prioritized. Read more to find out how to maintain this balancing act.

[Read More](#)



## Small Business Lending Made Simple

NewtekOne's dedicated team of experts takes care of the loan assembly functions, underwriting, closing, and legal functions to make the process seamless for the credit union. You'll receive exclusive negotiated pricing that makes our partnership that much more rewarding for both credit unions and their

[Learn More](#)

members.

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## Like, Follow, Engage!

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