




Tuesday, October 10, 2023

TIME	SESSION	LOCATION
5:30 PM - 7:30 PM	Welcome Reception	Plaza Hotel, El Paso

Wednesday, October 11, 2023

TIME	SESSION	LOCATION
8:00 AM - 9:00 AM	Breakfast	El Paso Community Foundation
9:00 AM - 10:00 AM	Welcome to Workshop and El Paso	El Paso Community Foundation
10:00 AM - 10:30 AM	Learning from the El Paso Community	
	<p><i>Speaker: Ruby Alvarez, VP of Community Development, GECU</i> El Paso is a vibrant, welcoming city with a more than 80% Hispanic population. GECU and other local leaders will share perspectives the needs and opportunities to serve Hispanic individuals and families.</p>	
10:30 AM - 10:45 AM	Break	
10:45 AM - 11:45 AM	Learning from the El Paso Community	
	<p><i>Speaker: Ruby Alvarez, VP of Community Development, GECU</i> El Paso is a vibrant, welcoming city with a more than 80% Hispanic population. GECU and other local leaders will share perspectives the needs and opportunities to serve Hispanic individuals and families.</p>	
11:45 AM - 12:45 PM	Lunch	
12:45 PM - 4:30 PM	Community Visits in El Paso	
	<p><i>Organized by GECU</i> We will experience El Paso to learn and discover how local non-profit organizations are serving the Hispanic community.</p>	
4:30 PM - 5:30 PM	Community Visits Debrief	El Paso Community Foundation
	<p><i>Speaker: Tobi Weingart, Program Director, National Credit Union Foundation</i> After our community visits, we will reflect and identify how can credit unions can strategically partner with non-profit organizations and why it is critical for credit unions to form non-profit partnerships to improve and increase service to underserved communities.</p>	
5:30 PM - 8:30 PM	Reception and Dinner	Southwest University Park
	<p><i>Organized by GECU</i> Southwest University Park is the home of the El Paso Chihuahuas of the Pacific Coast League and offers majestic views of the Franklin Mountains and Downtown El Paso Skyline. Join us for networking, dinner, and a local mariachi band.</p>	

Thursday, October 12, 2023

TIME	SESSION	LOCATION
8:00 AM - 9:00 AM	Breakfast	El Paso Community Foundation
9:00 AM - 9:15 AM	Welcome to Day 2	El Paso Community Foundation
9:15 AM - 10:45 AM	Storytelling for Financial Inclusion <i>Speaker: Dr. Jennifer Esperanza, Director of DEI, Coopera Consulting</i> In this session, we will explore the power of narrative storytelling for promoting social and financial inclusion. Stories are critical tools to communicate people's life situations, but we should also be mindful of possible biases that might make certain narratives seem more compelling than others. In this interactive workshop, we will look at stories from real asylum seekers who have crossed the border, and discuss how credit unions can be of service to their various needs. We will critically reflect on how CU professionals can better understand migrants' realities, and share best practices on how to connect with members with more empathy, compassion and support.	
10:45 AM - 11:00 AM	Break	
11:00 AM - 12:00 PM	Navigating Acculturation: Engaging the US Hispanic Market <i>Speaker: Victor Cooro, CEO, Coopera Consulting</i> Explore the essential role of acculturation in connecting with the fast-growing US Hispanic community. This session delves into the cultural insights and strategies that financial institutions need to grasp to effectively tap into the Hispanic market.	
12:00 PM - 1:00 PM	Lunch	
1:00 PM - 4:00 PM	Community Visits in El Paso <i>Organized by GECU</i> We will experience El Paso to learn and discover how local non-profit organizations are serving the Hispanic community.	
4:00 PM - 5:00 PM	Community Visits Debrief <i>Speaker: Tobi Weingart, Program Director, National Credit Union Foundation</i> After our community visits, we will reflect and identify how can credit unions can strategically partner with non-profit organizations and why it is critical for credit unions to form non-profit partnerships to improve and increase service to underserved communities.	El Paso Community Foundation
5:00 PM - 6:30 PM	Reception <i>Organized by The National Credit Union Foundation</i> Join us at the El Paso Tiki Room for drinks, appetizers and networking.	El Paso Tiki Room

Friday, October 13, 2023

TIME	SESSION	LOCATION
8:00 AM - 9:00 AM	Breakfast	El Paso Community Foundation
9:00 AM - 10:00 AM	Mission and Margin: the Juntos Avanzamos Framework	
	<p><i>Speaker: Pablo DeFilippi, EVP, Inclusiv</i> Serving the Latino community isn't just about a product...it's about building your credit union's capacity to meet the needs of the community. It takes intentionality to identify and remove internal barriers that make it hard for Latino consumers to access products and services; create a welcoming environment where Latinos feel safe and embraced and build lasting relationships with the community to gain its trust. Today 134 credit unions have gained their Juntos Avanzamos designation, their growth, impact and financial performance demonstrate that our movement can do well by doing good.</p>	
10:00 AM - 10:30 AM	Taking it Home: Learning from the El Paso Community	
	<p><i>Speaker: Tobi Weingart, Program Director, National Credit Union Foundation</i> Join the Foundation as we identify opportunities to organize, synthesize, elevate, and implement key learnings from Workshop 2023 in our organizations to drive impact.</p>	

After the Foundation's Workshop concludes, participants can participate in a Juntos Avanzamos proclamation and celebration occurring in the El Paso area.
 If you are interested in attending, please contact Pablo DeFilippi for more information: Pablo@inclusiv.org
 This is a not a National Credit Union Foundation or Workshop 2023 sponsored event.