

Workshop 2023

Oct. 10 -13, 2023, El Paso, Texas

THE National
Credit Union
FOUNDATION®

AGENDA

Oct. 10

6 - 8pm **Welcome reception**
Join host organizations and special guests on the rooftop terrace of a historic El Paso landmark with stunning views of the skyline.

Oct. 11

8:30 - 9am **Opening Session**
Event kick-off, welcome, learning objectives and important announcements.

9am - 12pm **Building sustainable communities: immigration, opportunity and community development**

- Connecting multicultural community needs with credit union solutions
- Jobs, hope and opportunity in the Borderplex Region
- Thriving with your membership: growth opportunities for credit unions serving multicultural members

12 - 12:45pm **Catered lunch**

12:45 - 4:30pm **Site visit: Further details TBC**
On-site visit to a local organization that partners with credit unions to support the economically vulnerable people of the border region prior to and throughout the ongoing migration crisis in El Paso.

4:30 - 6pm **Transport / Break**

6 - 8:30pm **Dinner and reception**
GECU will host a dinner at the home of El Paso's Chihuahuas baseball team. Stadium tours and other fun activities.

Workshop 2023 agenda

Oct. 12

- 8:30 - 9am **Transport to GECU location**
- 9am - 12pm **Understanding, engaging and increasing your Hispanic membership**
Interactive presentations and storytelling activities, exploring acculturation and ways credit unions can build greater relevancy with multicultural consumers.
- 12 - 12:45pm **Catered lunch**
- 12:45 - 4pm **Site visit: Further details TBC**
An immersive excursion into the U.S. Hispanic lived experience.
- 4 - 5:30pm **Transport / Break**
- 6 - 8:30pm **DE Celebration**
Celebrating the impact of the National Credit Union Foundation's Development Education (DE) program at this fiesta-themed event.

Oct. 13

- 8:30 - 11am **Growing your credit union with a multicultural strategy**
Strategies and resources to serve and empower multicultural consumers, help immigrants navigate the U.S. financial system and provide safe, affordable and relevant financial services.
- 11am - 12pm **Wrap-up**
Debrief, commitments to action and accountability opportunities.

A National Credit Union Foundation event in cooperation with