

Thank How DE Changed My Life

Shelli McCoy, CUDE Class of 2015

I spent 12 years at a closed FOM Credit Union of high wage earners. I now serve as VP of Operations and Member Services at Tarrant County's Credit Union (TCCU) which is community based. I came to TCCU in November 2014 and my CEO sent me to DE in January of 2015. I had never even heard of DE much less understood the principles and philosophy of credit unions. I was skeptical like so many and had no idea what I was in for. That week truly changed my career forever!

After DE and for the first time in my career, I understood my purpose was much larger than just Operations. Although I always had a deep understanding of the worth of my people and the importance of their development, I didn't understand the importance of teaching why credit unions do what we do.

DE taught me that working at a credit union should mean so much more than just counting money or doing loans. After returning from DE, I wanted to share everything I had learned with my team. I felt like if I could teach them what I had learned, they would understand the credit union purpose and they would in turn relay that purpose to our members.



I showed them the “*If the World Were 100 people*” video, I spent a whole year going over each Operating Principle and what it meant, I then moved on to each of the 12 Development Issues and what those meant. I was inspired from the 12 Development Issues and DE to partner with a local organization called Renaissance Heights, a revitalization project focusing on Southeast Fort Worth. Thus far, TCCU has assisted with a Back to School Rally and donated school supplies, provided financial education to a Youth Emergency Shelter using Biz Kid\$, provided financial education and a job search class to young adults who are part of a Life Skills Project, donated a Biz Kid\$ kit and financial education books and DVDs to a children’s health clinic, donated a picnic table for the clinic’s patients and staff to enjoy, and are currently planning an upcoming Reality Fair for 134 high school Juniors and Seniors as well a coat drive this winter to provide coats for children at a YMCA.

This year long project is coming to completion at the end of the year and I look forward to being a part of the positive change in the community for years to come. Without DE, I would not have been given the motivation or desire to be a part of something so life changing.

I will never look at members the same and I will never forget the impact or the purpose of what credit unions do. The most important thing is I cannot keep this a secret! If I don't do a good job of sharing my DE experience with my team then I have failed them in some way. As a result of



me sharing credit union principles, philosophy and more, I see the difference in what they feel "service" now means. They now talk about member experiences and their role at the credit union by using words such as joy, compassion, help, and lending a hand. We have grown membership in the last year because they are happy, helpful, and show compassion! We have seen the fruits of their labor. They are proud of themselves, I am proud of them, and they understand the credit union difference.

I don't think you will ever get as much out of your credit union career if you don't really understand credit unions at the level DE teaches. Because of what I have learned in DE, I will leave my people a little better, I will leave my community a little better, and I will leave my credit union a little better. I will have made a difference.

