

CUNA

BoardAssessment.com

For Your Credit Union's
Continued Success



“BoardAssessment.com was incredibly easy to use, and the results were easy to explain to our board, thanks to the simple step-by-step format. We have since been able to target areas of concern and are now focused on obtaining the specific education and training needed.”

Jay Anders, CEO
Isabella Community Credit Union,
Mt. Pleasant, MI

SOUNDNESS

SAFETY &

“Net worth goals involve both immediate considerations as well as strategic ones related to future risks and expansion plans.”

NCUA Letter to FCUs No. 06-FCU-04



GOVERNANCE

“Less than 15% of directors view their boards as highly effective.”

National Association of Corporate Directors/Mercer Consulting survey of public, private, and nonprofit boards

CEO

OVERSIGHT/PERFORMANCE EVALUATION

“Nearly 50% of credit union CEOs have a written employment contract or agreement with the board of directors.”

CUNA's CEO Total Compensation Survey

STRATEGIC

PLANNING & OVERSIGHT

“Done well, strategic thinking makes a credit union board a significantly richer, strategic asset.”

CU Directors Newsletter 2/07



BOARD OPERATIONS & DEVELOPMENT

“A good board meeting would focus on how close you are to the credit union’s vision and how close you are to meeting this year’s strategic plan.”

CU Directors Newsletter 2/07

“A vast majority of boards use term limits (93%) with the most common term being three years (81%).”

Filene Research Institute

GET THE RESULTS YOUR BOARD NEEDS

BoardAssessment.com is the newest and most innovative board assessment tool for credit unions today. Complete with online group and self-evaluation, this tool not only helps your credit union measure the skills and knowledge of your board, it also provides CUNA resources to build competency levels.



WHY

BoardAssessment.com?

Now more than ever, governing a credit union is a demanding task. To fulfill its responsibilities to members, the board of directors must continually evaluate the organization's safety, soundness, financial performance, and quality of service — as well as the board's own effectiveness.

The board should engage in an annual assessment to identify what it is doing well, what gaps exist in necessary skills and proficiencies, and how to improve its governance. BoardAssessment.com provides a turnkey solution to this growing need.





THE BoardAssessment.com **ADVANTAGE**

This innovative tool is complete with in-depth statements for five knowledge areas that affect your credit union:

- Safety & Soundness
- Governance
- CEO Oversight/Performance Evaluation
- Strategic Planning & Oversight
- Board Operations & Development

After each director responds to statements in each area, you'll receive a detailed report showing score ranges and suggested CUNA resources to help improve scores. You'll also receive the top solutions that will address most of your board's competency needs. A new resource section provides free white papers and articles addressing board development issues. And with a free aggregate benchmarking report, you can compare your board's responses with those of all users.

RECOGNIZE,
EVALUATE,
& INNOVATE!



Use this tool annually to measure your board's knowledge and performance. For \$495, you gain access to BoardAssessment.com for one year. Complete the initial assessment, then add new board members, if needed during the year, for free. And with each renewal, BoardAssessment.com will compare your board's scores from year to year.

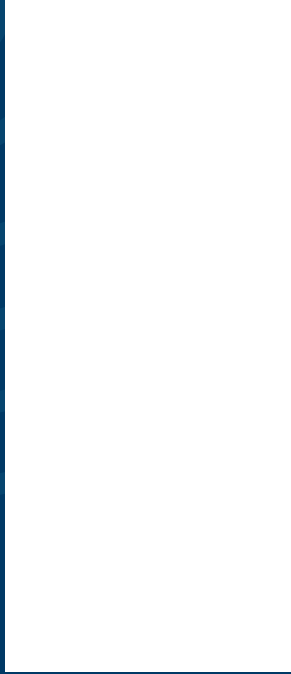
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