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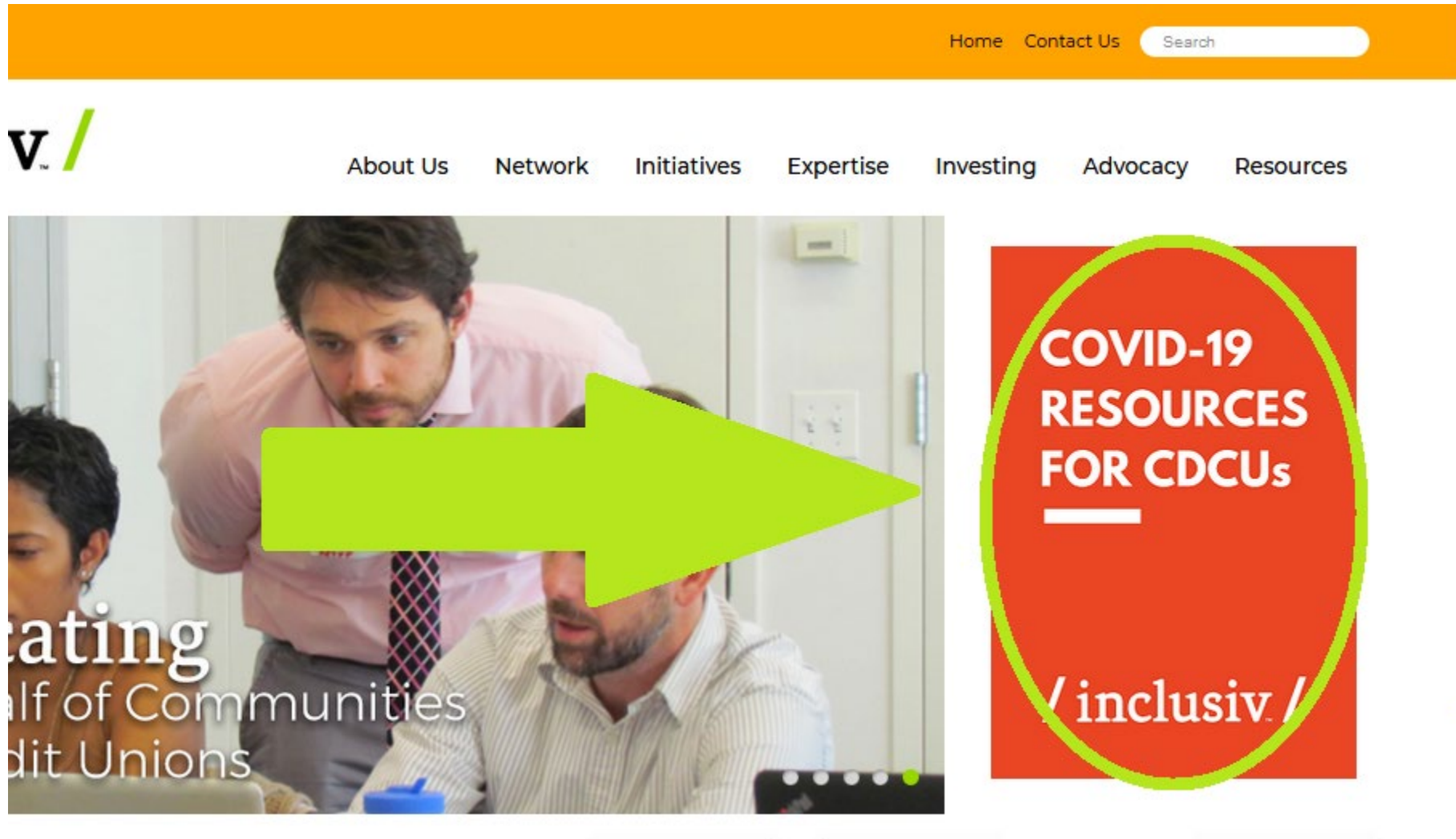
# Inclusiv Town Hall: COVID-19 Crisis, Pt. 16

January 12, 2021

# Today's Agenda

- Welcoming Remarks
- Network & Advocacy Update
- Advancing Diversity, Equity, and Inclusion (DEI)
  - Monica Davy, NCUA
  - Amy Nelson, Point West Credit Union
- Questions and Audience Discussion
- Final Thoughts/Wrap Up

# Visit [inclusiv.org](https://inclusiv.org) for Updated COVID-19 Resources



# Welcome!

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# Inclusiv Policy Update

# Coronavirus Response and Relief Supplemental Appropriations Act of 2021

## \$3 Billion for the CDFI Fund

- \$1.25 Billion for CDFI Rapid Response Program (RRP)
  - Funds must be made available within 60 days of legislation approval
  - To participate institutions must have CDFI certification by the time NOFA is published (mid February)
  - Funds are expected to be deployed through a formula based, non-competitive process
  - Number of eligible credit unions: 340 currently certified
  - Fund currently reviewing 40 to 50 applications. May or may not be approved in time

# Coronavirus Response and Relief Supplemental Appropriations Act of 2021

- **\$1.75 Billion for Technical and Financial Assistance grants** (\$1.2 Billion set aside for MDIs)
  - Funding available until expended
  - \$270 million included in 2021 Omnibus
  - NOFA for this pool of funding may be part of the RRP NOFA OR could be published later to give time to CDFI Fund to process RRP first
  - Eligible credit unions:
    - All CDFI certified CUs (even if received RRP funding)
    - Any credit union that is not yet certified can apply for CDFI Technical Assistance(TA) grants up to \$125,000 (or potentially more if NOFA allows it)

# Coronavirus Response and Relief Supplemental Appropriations Act of 2021

## **\$9 billion for an Emergency Capital Investment Fund**

- Administered by the US Treasury Department
- Will provide low cost, long term secondary capital loans
- Participant credit unions must be low income designated and demonstrate that at least 30% of their lending is directed to minority communities
- Program details to be published on Jan 20
- We're asking Treasury to learn from experience of 2010 Community Development Capital Initiative (CDCI) to streamline process, accelerate deployment and expand impact



# Advancing DEI

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# Monica Davy,

## Director

Office of Minority and  
Women Inclusion, NCUA

# Amy Nelson,

## President & CEO

Point West Credit Union



**PointWest**  
CREDIT UNION

# Our Journey

**2008 – 2012:** The Great Recession = **Change.**  
Research begins. Who do we serve, and *why?*

**2013:** SEG → Community Charter → LID

**2014:** CDFI, Community Partners, Outreach

**2015-2016:** Juntos Avanzamos Cert

**2018:** NCUA Survey &  
Inclusiv Peer Data

**2020:** Pandemic = **Change.**  
Formalization *finally* begins!



**PointWest**  
CREDIT UNION

# Just *start!*

- Products & Services
- Community Partners
- Industry Resources
- Operational Documents



**Point West Credit Union  
Citizenship BOOST Loan**

Don't let the cost of applying for citizenship hold you back from your dreams. Apply today for a Point West Citizenship BOOST Loan.

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**MAXIMUM LOAN AMOUNT**  
Up to \$1000 for Citizenship Application.\*

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**TERM**  
Up to 12 months.  
No pre-penalties for early payments.

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**RATE**  
9.99% or 0% options available.

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**APPLICATION FEE**  
An application fee of \$60 is required for the 0% option.

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**PointWest**  
CREDIT UNION

# Tone at the Top Drives Formal Change



LEADERSHIP ROLES  
BY WOMEN

0 of 4



LEADERSHIP ROLES  
BY WOMEN

3 of 4



RACE & ORIGIN  
White



RACE & ORIGIN  
More Diverse



REFERRAL SOURCES  
Current  
Board Members



REFERRAL SOURCES  
Board: 2 | Management: 2  
Online: 1 | Branch: 1  
Community Partner: 3  
Information and Listening Sessions: 2





PointWest  
CREDIT UNION

# Lessons Learned

Amy Nelson  
[anelson@pointwestcu.com](mailto:anelson@pointwestcu.com)




# Culture Change through DEI

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Monica Davy, Office of Minority and Women Inclusion





*“Any opinions expressed are my own views and do not necessarily reflect those of the National Credit Union Administration or the NCUA Board.”*



# Why Culture Matters



# Culture

**Culture** is the set of behavioral norms and unwritten rules that shape the organizational environment and how individuals interact and get work done in that environment. (Gartner)

- Public perception of an organization's culture can impact its brand
- Culture should reflect your organization's values
- Culture eats strategy for lunch

# Building an Inclusive Culture



# Intentional Inclusion


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If you don't intentionally include, you will unintentionally exclude.



# Exclusion registers like physical pain





OMB #3133-0193

## Annual Voluntary Credit Union Diversity Self-Assessment

Best Practices for Demonstrating a Commitment to Diversity and Inclusion

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### Section I – Credit Union Information

Reporting Year

2018

Credit Union Name/Charter or Insurance Certificate Number

Enter Credit Union Name/Charter or Insurance Certificate Number

OR

Find My Credit Union by State

Total Number of Employees

Enter Total Number of Employees

Total Members

Total Members

Total Assets

\$ Total Assets

Phone

Phone

Website

Website

Region

Region

Mailing Address

Actual Address

Year Chartered

Year Chartered

Brief Description of Credit Union

(i.e., field-of-membership or common bond, member or community characteristic, or geographic location)

Enter brief description

| Business Contact Information* |  |   |   |
|-------------------------------|--|---|---|
|                               | Point of Contact (POC) for this self-assessment (generally the preparer) | Diversity and Inclusion (D&I) Officer or equivalent | Diversity Officer or equivalent   |
|                               |  | <input type="checkbox"/> Same as CU POC             | <input type="checkbox"/> Same as CU POC<br><input type="checkbox"/> Same as D&I Officer |
| Name                          | Point of Contact Name  | D&I Officer Name                                    | Supplier Diversity Officer Name   |
| Title                         | Point of Contact Title   | D&I Officer Title                                   | Supplier Diversity Officer Title  |
| Email                         | Point of Contact Email   | D&I Officer Email                                   | Supplier Diversity Officer Email  |
| Phone                         | Point of Contact Phone   | D&I Officer Phone                                   | Supplier Diversity Officer Phone  |
| Fax                           | Point of Contact Fax   | D&I Officer Fax                                     | Supplier Diversity Officer Fax  |

\*NCUA will use the Business Contact Information provided SOLELY for the purpose of follow-up communications and will not share such information publicly or outside of NCUA (unless required by court order to do so). NCUA will not use the information for any other purpose, including but not limited to, marketing or promotional purposes.

# Credit Union Diversity Self-Assessment

- Contains credit union diversity best practices!
- It's Voluntary
- Not a part of the examination process
- No penalty for no or limited diversity efforts
- Results reported ONLY in the aggregate





## Annual Voluntary Credit Union Diversity Self-Assessment

Best Practices for Demonstrating a Commitment to Diversity and Inclusion

### Section I – Credit Union Information

Print

Save as Draft

Submit

#### Reporting Year

2019

#### Credit Union Name/Charter or Insurance Certificate Number

Enter Credit Union Name/Charter or Insurance Certificate Number

OR

Find My Credit Union by State

#### Total Number of Employees

Enter Total Number of Employees

#### Total Members

Total Members

#### Total Assets

\$ Total Assets

#### Phone

Phone

#### Website

Website

#### Region

Region

#### Mailing Address

#### Actual Address

#### Year Chartered

Year Chartered

# Section II – Self-Assessment

Please identify which practices your credit union currently engages in and share your comments in the space provided.

## A - Organizational Commitment to Diversity and Inclusion

Successful diversity policies and practices generally begin at the top, with leadership that demonstrates its commitment by promoting diversity and inclusion in both employment and contracting and by fostering an organizational culture that embraces diversity and inclusion. This leadership includes the board of directors, senior officials, and staff managing the daily operations. The following best practices demonstrate an organizational commitment to diversity and inclusion.

| In a manner reflective of our size and other characteristics, our credit union:   | Yes                      | Comments |
|---|--------------------------|----------|
| <b>A1</b> - Has a written diversity and inclusion policy approved by senior leadership, including the board of directors and senior management.   | <input type="checkbox"/> |          |
| <b>A2</b> - Has a senior-level official with knowledge of and experience in diversity and inclusion policies and practices to oversee our diversity and inclusion strategies and initiatives. | <input type="checkbox"/> |          |
| <b>A3</b> - Regularly conducts training and provides educational opportunities on equal employment opportunity and on diversity and inclusion.  | <input type="checkbox"/> |          |
| <b>A4</b> - Takes proactive steps to include a diverse pool of women and minorities or other diverse individual candidates for:   |                          |          |
| <b>A4a</b> - Hiring, recruiting, retention, or promotion of employees.  | <input type="checkbox"/> |          |
| <b>A4b</b> - Selection of board member candidates and senior management   | <input type="checkbox"/> |          |



(Optional, you may submit the self-assessment without this information)

What is the demographic composition of your workforce? NOTE: The categories below are the same categories for race and ethnicity that the EEOC adopted for the EEO-1 Report.

|   | ALL Employees<br>(Include Management but do not include Board Members or Volunteers) |  | Management Employees ONLY<br>(Do not include Board Members or Volunteers) |  | Board Members ONLY   |  |
|---|--|--|---|--|----------------------|--|
| TOTAL NUMBER                              | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| Number of Women                           | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| Number of Men                             | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
|   |  |  |   |  |                      |  |
|   | Enter NON-Hispanic or Latino ONLY  |  |   |  |                      |  |
| American Indian or Alaska Native          | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| Asian                                     | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| Black or African American                 | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| Native Hawaiian or Other Pacific Islander | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| White                                     | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |
| Two or more races                         | <input type="text"/>   |  | <input type="text"/>  |  | <input type="text"/> |  |

(Optional, you may submit the self-assessment without this information)

What is the credit union's total annual procurement spend for the prior year with minority- and women-owned businesses compared to the total procurement spend with all vendors and suppliers?

| As of December 31                   | <input type="text" value="enter year"/> |   | Percent of Total |
|-------------------------------------|---|---|------------------|
| Total Spend                         |   | <div>\$</div> <input type="text" value="Amount (to the nearest dollar)"/> |                  |
| Minority-Owned                      |   | <div>\$</div> <input type="text" value="Amount (to the nearest dollar)"/> | 0.00%            |
| Woman-Owned                         |   | <div>\$</div> <input type="text" value="Amount (to the nearest dollar)"/> | 0.00%            |
| Both Minority-Owned and Woman-Owned |   | <div>\$</div> <input type="text" value="Amount (to the nearest dollar)"/> | 0.00%            |

## Section IV – Recommendations and Feedback

The NCUA welcomes your feedback on this form and recommendations on how we can assist credit unions with their diversity and inclusion efforts. Please share your thoughts below or email us at [CUDiversity@NCUA.GOV](mailto:CUDiversity@NCUA.GOV).

Enter Recommendations and Feedback

## Section V – Success Stories

Do your diversity and inclusion efforts include a special loan, share, or other type of product or service? Have you run special marketing campaigns that have been effective in promoting diversity and inclusion? We're always looking for diversity and inclusion success stories to share when reporting the value and benefits of diversity and inclusion in credit unions. We only share information anonymously unless given specific authorization to use your credit union's name so please share your success stories below or email them to us anytime at [CUDiversity@NCUA.GOV](mailto:CUDiversity@NCUA.GOV).

# CUDSA Submissions

| Year | Submissions |
|------|-------------|
| 2016 | 35          |
| 2017 | 64          |
| 2018 | 81          |
| 2019 | 118         |

## Results for 44 CU's Submitting in both 2018 AND 2019

| CUDSA Standard                    | YES 2018 | YES 2019   |
|-----------------------------------|----------|------------|
| Leadership/Org. Commitment to D&I | 61%      | <b>66%</b> |
| D&I in Employment Practices       | 53%      | <b>56%</b> |
| Supplier Diversity                | 6%       | <b>9%</b>  |
| Transparency of D&I Practices     | 19%      | <b>22%</b> |
| Self-Assessment                   | 39%      | <b>41%</b> |

own Hall: Culture Change through DEI



# Multi-year Submissions

7 Credit Unions Submitted EVERY Year from 2016 to 2019

|   | Percentage Point<br>Change from<br>2016-2019 | Affirmative Responses |      |      |      |
|---|--|-----------------------|------|------|------|
|   |  | 2016                  | 2017 | 2018 | 2019 |
| Leadership/Organizational<br>Commitment | + 9  | 71%                   | 77%  | 79%  | 80%  |
| Employment Practices                    | + 16   | 64%                   | 81%  | 90%  | 80%  |
| Supplier Diversity                      | + 3  | 9%                    | 7%   | 11%  | 12%  |
| Transparency                            | + 8  | 25%                   | 33%  | 35%  | 33%  |
| Monitoring and Assessment               | + 40   | 39%                   | 61%  | 75%  | 79%  |



<http://cudiversity.ncua.gov/>



# Office contacts

**Feel free to contact our office with questions or comments.**

**Primary Staff:**

Monica Davy, Director  
[mdavy@ncua.gov](mailto:mdavy@ncua.gov)

**Secondary Staff:**

Malia Peel, CU Diversity  
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**Office Phone:**

**703-518-1650**

# Advancing DEI

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# Shared Practices In Advancing Racial Equity

| What's Important at the Start  | Sustaining the Work   |
|--|---|
| Leadership + Commitment and Broadly Embraced Message                       | Ongoing and broadening leadership commitment                                |
| Shared Definitions and Clear Points of View                                | Good results  |
| Openness to self-reflection, (un)learning, data and different perspectives | Growing board, staff, and organizational competencies                       |
| Acknowledging long term work   | Operationalizing and Engraining DEI lens into all parts of the organization |
| External support and resources   | Accountability and systemic methods for measuring and evaluating impact     |
| Organizational Assessment  |   |
| Landscaping the Industry   |   |



# Additional Resources to Advance DEI

- AACUC/ CUNA Scholarships and Online Community for Black CU Professionals
- CU DEI Collective
- Inclusiv Town Hall series and other resources
- Inclusiv Resilience Fund
  - Capital, grant and capacity building resources to advance racial equity and resources for MDIs
- Inclusiv/ Capital
  - Impact Deposits Platform and Secondary Capital to advance community development, financial inclusion, and impact initiatives
  - Southern Equity Fund: \$45 million in secondary capital to strengthen financial inclusion and racial equity initiatives in the American South
  - Inclusiv Resilience Fund: \$20 million in secondary capital to advance racial equity through MDIs and other CDCUs serving/ led by communities of color

# Monthly Town Hall Calls

- Next Town Hall: **Tuesday, February 9<sup>th</sup>, 2021 at 1:15pm ET**
- **Please note**, we are switching this series to the Zoom platform. You will need to re-register to attend the following sessions:  
[https://us02web.zoom.us/webinar/register/WN\\_2jb18kqaQmWk3dGudEaxjA](https://us02web.zoom.us/webinar/register/WN_2jb18kqaQmWk3dGudEaxjA)

# Questions?

# *Thank you!*



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