

How can Leading Edge Credit Union better serve its membership? Your feedback:

Communication

- Build presence in community through supporting and attending large events
- Focus on co-operative education
- Hold more information sessions on retirement readiness, student credit, financial management, etc.
- Market LECU more directly to youth through schools and existing members
- Market LECU to big employers in area
- Increase local advertising that is specific to Corner Brook area
- Reinstigate advertising the school reports on CFCB Radio
- Launch an awareness campaign aimed at general public to make them aware that LECU is open bond and offers all financial products and services
- Make appearances on Rogers Cable (Channel 9)
- More effectively use social media
- Educate public on CU system and the relationships between different credit unions

Facilities

- Improve access to service for former Pasadena members
- Improve branch's counter area dedicated to serving members in wheelchairs or with reduced mobility
- Parking issues at Millbrook Mall
- Signage does not attract the eye - improve visibility

Products and Services

- Revisit \$5 share. Some members took the investment more seriously when the share price was \$100
- Ensure products remain competitive, especially for students accounts
- Develop information packages for students

How can Leading Edge Credit Union better serve the community? Your feedback:

- Manage a community bulletin board
- Take advantage of sponsorship opportunities (sports teams, community events, Santa Claus parade, etc.)
- Staff volunteer for the school breakfast programs
- Increase presence in school in general
- Support the SPCA through donations and awareness campaigns (puppies and kittens in the branch)
- No pet services in Corner Brook – explore options for co-operative pet store

- Support “Habitat for Humanity” project – volunteer or provide meal for volunteers
- Represent LECU when volunteering by wearing LECU attire
- Support the hospital foundation and the Janeway
- Include the surrounding communities when considering community initiatives to support
- Mobilize the membership to become involved in the community