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

### HR (People)

- Excellent staff and service
- Consider an in-branch commercial services officer

### Facilities

- Make current branch more inviting - use local artwork or merchandise from local non-profit groups
- Move away from traditional "bank" atmosphere and make it more conducive to social interaction
- Consider building own stand-alone premises
- Enhance privacy at counter transactions (specifically for investments)

### Products and Services

- More surcharge free ATMs in public places
- Statements that support Simply Accounting software
- Extended hours (evening and weekends)
- Competitively priced insurance products
- Ensure compatibality with PayPal
- Enhance payroll deposit services
- Improve rates/higher returns on investments

### Governance

- Involve general membership, not just Board of Directors, in decisions

### Communication

- Improve Facebook communication/tell more members about it
- Revamp signs and promotional materials - be different and eye catching
- Partner with Town and other local groups to cross promote services and events - link CU with local groups and municipalities
- Improve communication about co-operatives and the co-op difference and advantages

### Partnerships

- Develop, facilitate and advocate for enhancing economic partnerships in the region
- Work with community partners to address food insecurity within the region
- Consider supporting a community kitchen through partnerships with organizations such as the local churches
- Address the lack of affordable housing for (seniors, students, low income families)
- Set up a Community Advisory Council to identify and address community needs

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

- New business start-up help and services
- Enhance the community through partnerships with community groups and Bruce II arena
- Expand school savings program to high schools and schools in the coastal communities
- Hold more public feedback sessions
- Continue/enhance community sponsorships

- Educate public on co-ops and the role that they play in sustainable communities (ex. Daycare project). Facilitate the creation of other co-ops
- Provide affordable office/meeting space for non-profit groups
- Help facilitate growth in the local arts community (ex. Arts Council)
- Invest in small businesses
- Hold public information sessions on topics such as online security and investment strategies