

In Your INTEREST

IU Credit Union

A Monthly Publication of your Indiana University Employees Federal Credit Union

July 1998

INSIDE:

- Finding money to invest
- We can float your boat



**[CRAIG AND THE
CRAZY DADS]**

BRYAN PARK,
BLOOMINGTON
SUNDAY, JULY 19,
6:30 - 8 PM

Bring a lawn chair
and picnic supper,
lemonade and root beer
are on us!

Credit Union Box Score

SHARES: \$278,127,856
LOANS: \$214,926,058
ASSETS: \$309,767,390

Number of members:
56,942

2,500 members participated in IU Credit Union's member survey...here's what you said...

Member Survey Results

By Courtney Sullivan
IUCU Market Research Specialist

In order to make sure IU Credit Union is giving you what you want, we conducted a member survey through CUNA (Credit Union National Association) Research. Last winter 3,000 Bloomington members and 2,500 additional members statewide were randomly selected and asked to participate in the IU Credit Union's Member Survey. The response rate of 45% was overwhelming. Now the data is in, the information is compiled and we'd like to share some of the results with you.

Members indicated that overall they are very happy with IU Credit Union's products and services. Members also provided suggestions for additional services. These requests are currently being addressed by IUCU's board, administration and staff.

The biggest expansion request was for more ATMs. The Credit Union has several new ATMs in the budget for this year. Now the big question is where should we put them? Members seemed to think that downtown Bloomington and Ellettsville had the greatest immediate need. Both areas are being looked at right now. Obviously, the hard part is finding the most convenient place for the most number of members.

Electronic branches and electronic accounts sparked interest for Credit Union members statewide. In response, we are looking into the possibility of adding both those services. For those of you who want to continue doing business with our friendly and

Most members say they're happy campers!



professional staff—never fear. We will still offer personal service at no charge to you.

One electronic service on many members' wish list will be unveiled this year – Web Home Teller. This service should be up and running sometime this fall. It will allow members 24-hour access to their account information via the Internet. Eventually, Web Home Teller will also include loan applications for those members who like the ease and comfort of doing everything from home.

Two new loan products are also in the works because of requests from members. The Credit Union's Mortgage Department is currently developing mortgage loans for investment property and out-of-state residences.

Remember, being a Credit Union member means being a Credit Union owner as well. Your IU Credit Union is constantly striving to offer services that make sense to the members. We are always looking for your input. Next time you have a thought you'd like to share, fill out one of the comment cards that are in every branch or just send us a note. In the meantime, keep watching this space for all the new ways the IU Credit Union is growing to serve you.