



Diversity & Inclusion: The Veridian Credit Union Experience





How would **YOU** know?



What's the Difference?

Diversity is difference. It doesn't mean less than.

- Being invited to the dance
- About counting people
- Being a mix of people
- Is the measure
- Who's on the team

Inclusion is an environment where the talents and differences of all people are valued.

- Being asked to dance
- Making people count
- Making the mix work
- Is the mechanism
- Who gets to play



If you do not intentionally include, you unintentionally exclude.

--Neil Lanane, Business Leader of Talent Management
at Progressive Insurance



Why Diversity & Inclusion are Important

Dimension	% Agreement
Improves corporate culture	83%
Improves employee morale	70%
Increases creativity	59%
Decreases interpersonal conflict	58%
Enables movement into emerging markets	57%
Improves productivity	52%

Source: Cumulative SHRM and Fortune Surveys



Improved Performance

Dimension	Differential
Customer Satisfaction	+39%
Productivity	+22%
Profitability	+27%
Lower Turnover	-22%

Source: Cumulative Gallup Workplace Studies



Commitment

- We are respectful of others.
- We will treat all members with respect and dignity.
- Engage, develop and value the diversity in our employees to ensure their success.
- We embrace different ways of thinking and lead change.
- We value diversity and include everyone.
- Include differences

Excerpts: Vision, Values, Service Quality & Commitment Statements, Job Descriptions





Commitment

- It's a journey (1998)
- Corporate incentive project(s)
- Rename products to fit different markets
- Eliminate financial jargon

Community Inclusion Department

- Community Inclusion Department – 2011
- Responsibilities
 - Primary liaison within our communities
 - Strategic planning
 - Training
 - Resource outside of HR
 - Financial literacy





Inclusion Council

MISSION

To create an inclusive environment where every employee and member feels valued.

- Everything ties to Corporate Scorecard
- Core Councils – Strategic planning
- Regional Councils – Employee engagement
- Subcommittees



Staff

At Veridian, as part of our vision for the future, we provide a supportive environment where inclusion is valued.

We strive to have our membership and staff mirror the communities we serve.



Staff

- Pay differential – bilingual employees
- 100% employee satisfaction – drill down for specifics
- Quantitative/qualitative measurements
- The Platinum Rule: Treat others how they want to be treated
- Ask lots of questions
- Difference is not “less than”





Training

We offer a variety of training to be aware of both our members and employees diverse needs.

- Unconscious bias
- Cultural competency
- Bridges out of Poverty
- Undoing Racism
- Safe Zone
- Aging Adults (HVAAA)

Services

Veridian's Promise to Members

- Veridian Credit Union is committed to our members and strives in every interaction to exceed expectations. The Mission of Veridian Credit Union is to partner with members to create successful financial futures.
- In order to accomplish this mission we must have products and services that meet the diverse needs of our membership.



Service

- Individual Development Accounts (IDA's)
- Opportunity Lending
- Translated materials
- Spanish/Bosnian queue in Call Center
- Financial Literacy Assistance
- Consumer Choices Option (CCO) Program
- Braille Statements
- Telephone Device for the Deaf (TDD)
- Community Development Financial Institution (CDFI)



Marketing

- When you see any marketing from Veridian, we would like you to see yourself.
- When possible we use actual members and have direct quotes from them about their experience with Veridian.





“Veridian shares my belief that everyone has the right to be financially educated.”

Gina, Veridian member



“Veridian knows everyone wants to feel important.”

Chase, Veridian member



“Whether it’s stopping by a branch or visiting the website, there’s a peace-of-mind knowing our family dynamics are represented and valued.”

Shelly, Veridian member



Inclusion strengthens our relationships with members.

Hear their stories at veridiancu.org/inclusion.

Veridian Credit Union is honored to be among the recipients of the Greater Cedar Valley Alliance & Chamber's Diversity & Inclusion Award.





Community

- Grants
- Corporate Donations
- Sponsorships
- Board Representation
- Volunteer Hours

How Do We Know?

- Accountability
 - Member Engagement
 - Employee Engagement
 - Diversification
 - Financial Security
- Feedback members/employees
 - Transactions
 - New members
 - Employee engagement surveys

Video Resources

- [Video of CEO and Community Inclusion Manager](#)
- [Video of Member's Story](#)
- [Video on Community](#)



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