

OVERVIEW

GoWest Mission: United to advance the credit union movement.

What is a CU Community?

CU Communities are groups of credit union employees, advocates, and champions that are working together to build a brighter future for credit unions. They are Credit Union Chapters, Young Professional Networking Groups, Sister Societies of the Global Women's Leadership Network, Credit Union Development Educator Networks, and more.

CU Communities embody the spirit of collaboration and collective action and are a vital component of the Credit Union Movement.

What is a YP Networking Group?

In 2017, GoWest developed a young professional's program to influence the long-term development of the Movement's future leaders. Because of this, the Young Professionals network has since been developed by passionate YPs to provide networking, development, and growth opportunities for other member credit unions' young professionals.

The YP Network is comprised of Regional YP Groups aim to connect participants through networking sessions, professional development opportunities, and more.

Current Regional YP Groups:

- YP Steering Group
- PDX YCUP
- Arizona YCUP
- Wyoming YCUP
- Colorado YCUP
- YP Leads Legacy

What is a chapter?

A chapter represents a cohesive group of credit unions that focus on issues or concerns and celebrations of mutual interest. Each chapter builds its own value and its own uniqueness through its activities.

Each chapter is composed of credit unions located within designated geographic boundaries. Chapters serve as liaisons between the GoWest and the local credit unions that constitute its membership.

Chapters are both a forum for teaching credit union operations and a means for publicizing the benefits of the movement in their respective areas. All chapter activities, whether they involve discussing sound management procedures or ways of upgrading services, are guided by a single objective—to foster the regional growth of the credit union movement.

[Click here](#) for a list of Chapters within our six-state region.

CU Communities Initiatives

- Provide additional educational opportunities for YPs, credit union officials and employees.
- Promote interest and cooperation among credit unions.
- Encourage local legislative, political advocacy and public affairs programs designed to provide a positive image of credit unions within the chapter's community.
- Develop credit union leadership.
- Promote a constant awareness of credit union philosophy.
- Use the LEAP Pillars as framework.

How CU Communities Work Together:

YP Network:

Through in-person and virtual discussions on relevant topics, educating, sharing best practices, and networking, the regional YP Groups promote collaboration and foster a community of young leaders to grow within the Credit Union Movement.

Chapters:

Chapters provide an opportunity for credit union directors, committee members, executives, and employees to meet and benefit from the networking, idea sharing, experience, and viewpoints of others. Equally important for chapters is the role of chapter officials in grassroots political involvement. Legislative representation is critical to the continued survival of the credit union movement, and chapters are very much a part of that political involvement process. Serving as vital links between GoWest and credit unions, chapters are a valuable resource concerning legislative issues and the views and concerns of local credit unions.

The credit union industry is unique in that the Association's credit unions, chapters, YP groups, councils, and volunteers all work together to achieve the common goal of *People Helping People*. Serving on a committee or council or engaging with your credit union chapter are additional ways to get involved and contribute to the success of the system as a whole.

Good Sources for Speakers

(Where To Find Them and Who They Might Be)

- Accountants/Financial Planners
- Ad Agencies
- Attorneys
- Authors
- Better Business Bureau
- Elected Officials
- Chamber of Commerce
- Civic/Church Leaders
- Community Youth Oriented Programs
- Credit Union Professionals
- Credit Counselors
- CUNA Mutual Group
- Credit Union National Association (CUNA)
- Department of Motor Vehicles
- Federal Bureau of Investigation
- Insurance Executives
- Internal Revenue Service
- Toastmasters
- Local Business/Industry
- Local Law Enforcement Agencies
- Local TV Personalities
- Major Charity Representatives
- Newspaper Staff/Journalists
- Northwest Credit Union Association Staff
- Personnel & Training Officers
- Public Health Agencies
- City or County Government Elected Officials
- Public Relations Firms
- Radio Personalities
- Regulatory Agencies
- Schools/Colleges
- Administrators/Professors
- Social Agencies
- Social Security Administration
- Sports Teams/Coaches/Managers
- State and Federal Elected/Appointed Officials
- Technology Experts
- Vendors