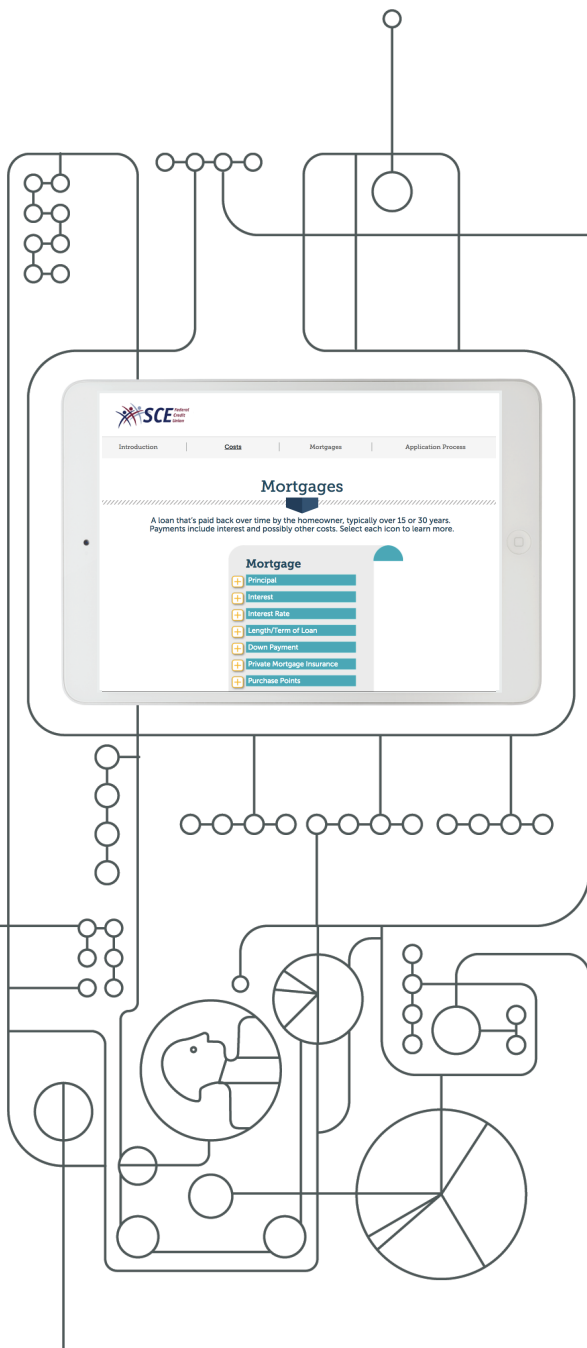


Creating a Valuable Digital Dialogue with Consumers:

Engaging SCE Federal Credit Union Members and Employees Using Financial Education Technology



The Challenge

With a wide-ranging membership base of nearly 55,000 individuals and businesses across Southern California and Southern Nevada, SCE Federal Credit Union (SCE FCU) wanted to find more engaging ways to provide adult financial education to its diverse consumer population, including underserved communities.

Many financial institutions rely on traditional advertising methods to reach their communities – methods difficult to both measure and scale – but SCE FCU saw an opportunity to elevate its brand by doing something different. The credit union decided to leverage digital financial education with dual goals in mind: first, to help employees increase their own value and financial knowledge, and second, to encourage members to make smarter financial decisions.

The Process

SCE FCU teamed up with EVERFI to build a digital platform of relevant financial education courses targeted to both members and employees. The program includes learning courses on topics such as Building Emergency Savings, Identity Protection, Mortgages, and Financing Higher Education.

“This program aligned with our commitment to financial education,” says Annette Coronado, SCE FCU’s director of marketing & communications. “We were immediately drawn to it, and it was enthusiastically welcomed by our executive leadership team.”

With top-level support in place, SCE FCU was ready to plan for rollout in May 2017. The credit union's marketing, community engagement, and training teams worked together to develop a staged approach in which employees were introduced to the program first, with the membership launch following two weeks later.

For the member program, a multi-channel campaign was launched where a new course was featured every other week, and members and non-members who completed it by noon on Friday of that week were entered to win a cash incentive of \$100. To help publicize the program, SCE FCU created a landing page with links to each of the EVERFI courses and promoted it in the quarterly member newsletter, along with an introductory note from the credit union's CEO. The program was also shared in biweekly member emails and social media posts tailored to the featured program of that week.

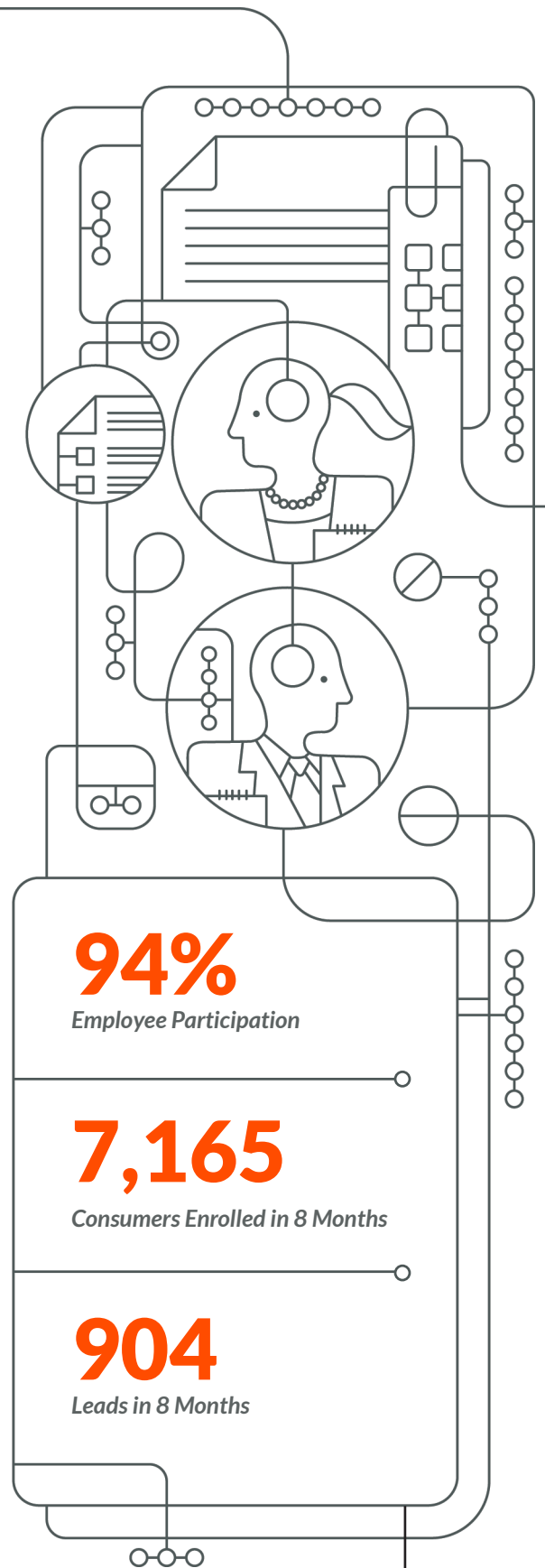
The Result

Thanks to the program's user-friendly focus and relevant topics, SCE FCU's campaign has seen high participation. Out of 190 employees, 179 have participated so far—an incredible 94 percent of the employee population. Moreover, since the public promotion began 8 months ago, results now tally 904 leads, 7,165 enrollments, and 9,138 courses viewed.

Reflecting on the success of the program so far, Coronado points to the value of making that connection: "For our members, the community, and social media followers, every two weeks when we release a new course, our completion numbers increase. That tells you something. Total enrollments are over 4,000 since we launched in mid-May, and more than 5,900 courses have been started."

Based on this early success, Coronado plans to further integrate financial education into SCE FCU's marketing strategy and align it with the credit union's products and services in the year ahead. Directly linking participation or completion of the courses with some of the credit union's product offers, discounts, or special services could help position more members for success, she notes.

And that goal lies at the heart of SCE FCU's mission. "Education is incredibly important to our credit union," SCE FCU President and CEO Dan Rader says. "Everyone can make smarter financial choices and build wise habits." Thanks to EVERFI, SCE FCU's strategy is creating new opportunities for members to achieve greater financial stability.



Learn more about EVERFI Financial Education at everfi.com/FinEd or call (202) 871-9292.