



## 2008 REPORT TO STAKEHOLDERS

CUSOURCE Credit Union Knowledge Network (CUSOURCE Knowledge Network) is the national learning and people development facility for the Canadian credit union system. It is also the home of the Credit Union Institute of Canada (CUIC Inc.), which offers professional accreditation and designation programs for employees and board directors.

CUSOURCE Knowledge Network provides credit unions across the country with learning and development options, transcript tracking, and people management tools such as job profiles and competencies via its Learning Management System (LMS). Credit unions nationally include specific courses as part of their employee and director job profiles, and are embracing the LMS to map suggested learning to individual development plans.

The success of the company can be attributed to partnerships with credit union clients, whose ongoing input has guided CUSOURCE Knowledge Network towards continual development and growth. Since 2003, the company has grown to be an integral part of the system, and credit unions have embraced CUSOURCE Knowledge Network as a strategic partner in learning and career development.

### CHANGE FOR GROWTH

2008 was a year of unprecedented change for CUSOURCE Knowledge Network as the company migrated its 17,000 users to an upgraded Learning Management System. This new technology positions the company well for future growth and ensures that the future learning needs of the credit union system will be met.

### FINANCIAL PERFORMANCE

CUSOURCE Knowledge Network is a not-for-profit organization and a wholly-owned subsidiary of Credit Union Central of Canada. Despite a slow start to 2008 due to implementation of new technology, CUSOURCE Knowledge Network saw strong results in Q4 and finished the year in a break-even financial position.

### STRENGTHENING THE SYSTEM THROUGH PARTNERSHIPS



#### National Development Program for Business Relationship Managers

In response to the need for a national career development program for business banking professionals, CUSOURCE Knowledge Network partnered with CBOS (Canadian Business Owner Strategy) to develop and launch the Business Relationship Manager (BRM) Career Development Program.

The BRM program is designed to help credit unions across the country successfully recruit and develop commercial lending talent. It offers a consistent standard of learning and development that is flexible and adaptable to all credit unions, regardless of size or location. The program is built with a focus on business relationships, lending, deposits and competencies, and includes education activities offered by CUSOURCE Knowledge Network.



### STRENGTHENING THE SYSTEM THROUGH PARTNERSHIPS

- BRM Program
- MSR Start Series
- Customized Client Domains
- Large Credit Union Involvement



### Front Line Training – The MSR Start Series

CUSOURCE Knowledge Network met with credit unions across the country to gain insight into the requirements of an online training program for Member Service Representatives. As a result, in May 2008, CUSOURCE Knowledge Network launched the MSR Start Series – a six-course online program that teaches the fundamental knowledge required for front line employees serving our members. The program covers topics such as product knowledge, risk management and service fundamentals.

### System Involvement: Large Credit Unions

In 2008, CUSOURCE Knowledge Network held an Executive Roundtable meeting with its large credit union user group to provide a forum for sharing of organizational development strategies. The large credit union meetings have been very successful in providing CUSOURCE Knowledge Network with a direct communication link to discuss future learning strategies with our largest credit union stakeholders.

### CUSTOMIZED CLIENT DOMAINS

In 2008, The CUMIS Group and Meridian Credit Union, fourth-largest credit union in Canada, made the decision to leverage the technology and knowledge offered by CUSOURCE Knowledge Network to further their own strategic business goals related to employee development. After considering the efficiencies of utilizing the existing national technology platform and national buying power of CUSOURCE Knowledge Network, these two companies launched their own online Learning Management Systems built on the CUSOURCE® LMS platform. This solution provides each with the ability to completely customize the system for their requirements while accessing the courses and resources provided by CUSOURCE Knowledge Network.

### CUSTOMER SATISFACTION SURVEY

CUSOURCE Knowledge Network conducted a Customer Satisfaction Survey in November 2008. Results highlighted the high level of satisfaction with CUSOURCE staff, courses, programs and other learning initiatives. Of particular note is

the fact that 90 per cent of our credit union clients would recommend CUSOURCE Knowledge Network to other credit unions. Challenges were noted in relation to technology, and plans are in place for 2009 to implement suggested improvements.

### PROJECTS AND LEARNING INITIATIVES

#### New Preventing Investment Fraud Course

CUSOURCE Knowledge Network partnered with five securities regulators and Credit Union Central of B.C. (now Central 1 Credit Union) to develop a new online course, *Preventing Investment Fraud*. The course features interactive exercises and scenarios and teaches employees how to detect and prevent investment fraud. The course was funded by the securities commissions in British Columbia, Alberta, Manitoba, New Brunswick and Nova Scotia, and is one of the five courses available to all CUSOURCE subscribers at no charge.

#### Project Management Library

As part of the ongoing partnership with SkillSoft, our e-learning course provider, CUSOURCE Knowledge Network launched the online Project Management Library in May 2008. This Library of courses and simulations offers team leaders and employees tools to excel at project management and helps them prepare for official designations offered by the world-renowned Project Management Institute. The Library is designed to support credit unions in maximizing their talent pool and develop management talent from within the organization.

#### New Anti-Money Laundering Course

To assist credit unions in complying with legislative changes under the *Proceeds of Crime (Money Laundering) and Terrorist Financing Act*, CUSOURCE Knowledge Network worked with Canadian Central to update the existing anti-money laundering course. This updated course, now entitled *Anti-Money Laundering & Terrorist Financing*, is available free of charge to all CUSOURCE subscribers.

### NEW ONLINE PRODUCT TRAINING

- *TFSA Fundamentals*
- *RRSP Fundamentals*
- *Introduction to Profitability*



THINGS  
TO WATCH FOR  
IN 2009

- More National Webinars
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- Leadership KnowledgeCenter™

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