



Is This the New Normal?

A Message from our CEO 4/2/2020

March was a month that felt like it lasted four years! It seemed like March went on, and on, and on. Something that had never happened before happened just about every single day. We all scrambled around to figure out how to do basically everything without human contact. That's hard. It has been hard. But think about this, the credit union's philosophy hasn't changed in over 68 years. We are still people helping people.

The trend right now is social distancing. It is more than a trend because it is saving lives. The way we communicate with members has changed. Face to face is scarce if at all. Members are calling in and using the message center to take care of their banking needs. They are using our drive thrus instead of our lobbies. Members more than ever are using home banking and our website tools to complete their transactions. But, please know this, our focus to help members as much as we possibly can is not a new concept at all.

Our staff are committed to providing extraordinary member service to our members regardless of whether that is done thru the Drive thru, your computer or on the phone. Member service is not a department, it is an attitude and going above and beyond is a philosophical expectation at MCCU. We are committed to this philosophy and to you our members.

Bringing it back to the initial question, is this the new normal? No way! There is nothing new about our philosophy or our guiding principles. Members have always come first and advocating for them has always been a part of who MCCU is. People helping people didn't change, just the way we are providing that help has changed for the moment.

Sincerely,

Donna Neal
President/CEO
My Community Credit Union (MCCU)