

2011 Entry Form for the Louise Herring Award for Philosophy in Action

*The Louise Herring Award for Philosophy in Action is given to a credit union for its practical application of credit union philosophy within the credit union. It is awarded for extraordinary, internal programs that are focused on its membership and create services that benefit its members. This award is not for community service work that is directed outside of a credit union's membership. **Deadline is July 15, 2011.** Please complete the entry form and return to Lacey Hyer, Director of Communications for the Louisiana Credit Union League, by email at lhyer@lcul.com, by fax at (504)736-3677, or by mail to:*

Louisiana Credit Union League
Attn: Lacey Hyer
824 Elmwood Park Blvd. Suite 200
Harahan, Louisiana 70123

- Please include promotional materials, descriptions and photos of project/event with your entry form. Please no electronic media.
- Current and previous years' income statements and balance sheets and/or NCUA Financial Performance Report **must** be included with the entry materials.
- Submit materials in a three-ring binder, album, or spiral-bound book
- Follow the format of the entry form. Type your responses on the form provided.

Contact Person _____

Title _____ E-mail address _____

Credit Union Name _____

Street Address _____ P.O. Box _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Asset size:

_____ Less than \$50 million _____ \$50 - \$250 million _____ \$250 million - \$1 billion

_____ \$1 billion+ _____ Credit union chapter/multiple credit union group

Credit union's field of membership: _____

Number of credit union branches: _____

Number of credit union members: _____

Number of credit union employees: _____

Number of credit union employees responsible for implementing the project: _____

Answer the following questions (use additional paper if necessary):

a. If your credit union was involved in multiple projects, **please list them here**. If not, proceed to the next question.

b. Select and describe the **one** project that was the most successful and/or the most unique -- the **one** that best exemplifies the Louise Herring Philosophy-in-Action Member Service Award. (The ensuing questions must be answered based on this **one** project.)

1. How did your project help your members?

1. Describe how your credit union implemented the project (i.e., explain the process).

2. How does the project differ from day-to-day operations? How could it be used throughout the credit union system?

3. Explain how members were educated about the project/process and how it showed true credit union philosophy.

4. How is this project going to be used to serve the credit union's members on a consistent basis?

6. How does the project show your credit union's commitment to the credit union principles of democratic structure, service to members, on-going financial education, and social goals?

7. Please describe the measurable or defined results the project achieved.

Include this form in your entry and return by July 15, 2011.

**Checklist for Louise Herring Philosophy-in-Action
Member Service Award Entries**

The following checklist will ensure that Louise Herring Philosophy-in-Action Member Service Award entries are complete. Please include the completed checklist with your entry form.

- _____ Does the entry include **one** completed entry form listing the credit union's name, address, FOM, number of members, number of employees, number of employees responsible for implementing the project, a contact person, and a description of **one** project?
- _____ Does the entry form state that it is intended for the Louise Herring Philosophy-in-Action Member Service Award program? Does the project fit within the description listed on the top of the entry form?
- _____ Does the entry include current and previous years' (2 years total) balance sheets and income statements and/or NCUA's Financial Performance Report (FPR)?
- _____ Does the entry form reflect your credit union's current asset size?
- _____ Does the entry include promotional materials, descriptions and photos of the project and/or event?
- _____ Are all materials either in a three-ring binder, album, or a spiral-bound book?
- _____ Does the entry describe the program's goals and the actual results, including budgets, numbers of people involved, etc.?
- _____ Is the entry form concise and readable? (Remember, more isn't always better!)
- _____ Does the entry explain how the program demonstrates credit union philosophy in actual operations?
- _____ Does the entry show how the program went beyond what is normally expected of a credit union?
- _____ Does the entry demonstrate how members were educated about credit union philosophy?

Include this checklist with your entry and return by July 15, 2011.