



2009 REPORT TO STAKEHOLDERS

CUSOURCE Credit Union Knowledge Network (CUSOURCE Knowledge Network) is a national partner organization that provides learning and development solutions to the Canadian credit union system.

It also offers professional accreditation and designation programs for board directors and employees of all levels through its designation and accreditation granting arm, Credit Union Institute of Canada (CUIC Inc.).

In operation since 2003, CUSOURCE Knowledge Network is a dynamic organization built by and serving Canadian credit unions. The company continually evolves to meet and exceed the changing needs of the credit union system, and is positioned well to remain a preferred strategic partner in learning and development.

COMPANY PERFORMANCE

Financials

CUSOURCE Knowledge Network is a not-for-profit organization and a wholly-owned subsidiary of Credit Union Central of Canada. CUSOURCE Knowledge Network ended 2009 in a break-even financial position.

Revenues increased 2.5% in a challenging economic climate. The company saw a steady increase in the proportion of revenue being driven by technology-based learning – including online courses and webinars – strengthening the company's overall financial operating performance. Over the last four years, these courses and webinars have increased their contribution to overall revenue, doubling from 10% of revenue in 2005 to 21% of revenue in 2009.

As of year-end 2009, more than 18,000 credit union system employees and board directors subscribed to CUSOURCE Knowledge Network.

NATIONAL STANDARDS OF ACHIEVEMENT

Credit Union Institute of Canada (CUIC[®])

CUIC, the designation and accreditation granting arm of CUSOURCE Knowledge Network, has been working with Dalhousie University in Halifax, NS, for almost 20 years. This partnership has given credit unions access to courses and professional programs that confirm that employees and directors are meeting standards of academic achievement in a variety of business areas.

Credit union employees across the system have been working hard to enhance and maintain their professionalism by taking

courses and writing formal exams developed and administered by Dalhousie University. In 2009, more than 1,500 CUIC exams were written across the credit union system.

In addition, 112 credit union employees earned a CUIC Accreditation or Designation in 2009 with the support of their credit unions. Since 2005, almost 550 employees have earned one of these designations.

Board Directors

In 2009, 106 board directors completed the national *Credit Union Director Achievement (CUDA[®])* Program. CUDA Program graduates may take the additional steps to become an *Accredited Canadian Credit Union Director (ACCUD)*. Awarded jointly by Dalhousie University and CUIC Inc., this accreditation signifies a higher standard of achievement in the knowledge and understanding of board governance.

To earn this accreditation, directors must complete the CUDA Program, pass a formal exam, have a minimum of two years of credit union board experience, and commit to continuing education. Since 2007, 20 board directors have earned the ACCUD accreditation, including eight new graduates in 2009.

The names of employees and directors who earned a CUIC designation or accreditation are proudly published in the annual *inTouch* newsletter available at www.cusource.ca, under Your Knowledge > Communications > *InTouch*.



EXCELLENCE IN CUSTOMER SERVICE

Customer Satisfaction Survey

The third Customer Satisfaction Survey was conducted in November 2009 to help shape the future strategic direction of the company. Again, results illustrated the high level of satisfaction with CUSOURCE Knowledge Network staff. The survey highlighted an increase in the perception of the company as a dependable and responsive provider of valuable resources. Of note is the high level of loyalty expressed by credit unions: 93% of clients would recommend CUSOURCE Knowledge Network to another credit union and 78% view the company as a valuable strategic partner – a 10% increase over previous year's results.

CUSOURCE® National PowerHour Webinars

In 2009, CUSOURCE Knowledge Network launched a series of free *PowerHour* webinars. These one-hour online information sessions allowed credit unions to hear from resource experts, to network with their peers from across the country and to share ideas on learning and development.

New Website

CUSOURCE Knowledge Network launched a new website in fall 2009. Along with a modern interface, the website provides current and prospective clients with intuitive, user-friendly navigation, support information such as manuals, “how-to’s” and IT resources, a “Guest” Catalogue login and a library of marketing and communication resources.

NEW COURSES AND DELIVERY OPTIONS

More Flexibility in Delivery Options

To respond to credit unions' desire to reduce time away from the office and minimize travel expenses, CUSOURCE Knowledge Network offered even greater flexibility in course delivery options. The company has redesigned two classroom courses, *Delinquency, Collections and Security Realization* and *Understanding Business Financial Statements*, to an instructor-led, online session format. Two new courses were also introduced in both online, instructor-led and traditional classroom format: *Lending to Self-Employed Borrowers* and *Privacy Officer Training*.

New Anti-Money Laundering Course

A revised and re-designed *Anti-Money Laundering & Terrorist Financing* online course launched in early 2009 to address the new legislative requirements. The course was divided into two components: course content and assessment, allowing employees to reference the content at any time, and use checkpoint tests to measure their knowledge before taking the final assessment. This course is available to CUSOURCE Knowledge Network subscribers free of charge, and is one of five courses that provides compliance and risk management training for credit union employees.

New Privacy Officer Training Course

A new *Privacy Officer Training* course, introduced in 2009, appealed to credit unions coast to coast. Delivered primarily online with the option for traditional classroom sessions, this course consisted of a series of online instructor-led sessions, assessments, activities, group discussion and review of recent case studies. Both the delivery option and the course itself were received well by credit unions.

WHAT TO WATCH FOR IN 2010

- Harvard *ManageMentor* – an online resource for managers from Harvard Business School Publishing
- The Risk Management Association (RMA) – more collaboration with the RMA in offering case study webinars and classroom sessions
- *SkillSoft* eLibrary – new, expanded online library of over 1,300 business and desktop skill courses all under one license
- Webinars with PricewaterhouseCoopers covering International Financial Reporting Standards (IFRS) and Private Enterprise GAAP for business relationship managers

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CUIC INC. BOARD OF DIRECTORS

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