

**2011 Credit Union Excellence in Lending
Consumer Lending Winner
More than \$250 Million in Assets**



University of Kentucky FCU (\$403 million in assets; 45,000+ members)

- Redefined lending strategies, identifying the need for members' need of a trusted partner and creating an awareness of all their products.
- Focused lending awareness on indirect lending and home equity products;
- Rebranded itself as the value leader with flexible terms, low rates and expert service;
- Automated loan decisioning: 46% are system approved and don't go to underwriters;
- Developed "e-branch" for electronic media users only. Open between 75-100 new accounts and 80-90 new loan products monthly;

University of Kentucky FCU's recent lending success is rooted in its strategy and decision making around gaining market share, member awareness and branding consistency through its lending channels.

The Lexington, Ky., credit union has grown its indirect business from 1,600 deals with \$29 million in originations in 2009 to more than 2,600 deals with \$51 million in originations in 2010. UK FCU also introduced student loans in 2010 and has more than \$2.5 million in balances from that product.

The credit union's marketing approach connects with members on their level by utilizing social media, including blogs, Facebook and YouTube. A Gen Y panel of 18-28 year-old-students helps the marketing process with their findings to craft better products and services for the membership.