



## Hispanic Strategy Package Services -HSP



Assessments | Consulting | Hispanic Consumer Products | Marketing Services | Training | Translations  
Coopera is a Credit Union National Association (CUNA) exclusive alliance partner

7745 Office Plaza Drive, Suite 170 | West Des Moines, Iowa 50266 | 866.518.0214 | [info@cooperaconsulting.com](mailto:info@cooperaconsulting.com) | [www.cooperaconsulting.com](http://www.cooperaconsulting.com)



## Scope of Support Services

- Semi-annual Hispanic Member Analysis Reports
- Access to Monthly Hispanic Outreach Webinars
- Access to Coopera's Resource Library
- General Consulting and Coaching Support

## Service Descriptions

### Semi-Annual Hispanic Member Analysis (HMA) Reports

Ongoing, semi-annual reports will provide a screen of membership to measure the number of Hispanics being served and their contribution to the credit union. This includes:

- An analysis through proprietary algorithms, census data, and self-reported data to determine which of your members are Hispanic
- Use of this data to determine the median age, level of acculturation, tenure, and checking penetration
- Financial indicators including average deposits, average loan volume, delinquency rates, and loan penetration
- Tables and graphs depicting Hispanic cohort, Hispanic Spanish-preferring cohort, Hispanic English-preferring cohort, Overall Membership cohort, and Age-Adjusted Membership cohort
- Product-level comparison of cohort groups
- Overall Hispanic market penetration
- Coopera observations and recommendations based on the data
- Growth since the last HMA

### Access to Monthly Hispanic Outreach Webinars

Coopera's live and recorded webinars will provide you valuable information to help you carry out your Hispanic outreach strategy and better understand the Hispanic community. The webinar topics will be different every month. Sample topics include: Best Practices in Recruiting and Retaining Bilingual and Bicultural Personnel, Messaging the Credit Union Difference, Repackaging Immigration Loans and Promotion vs. Marketing Strategy. Also, connect with other credit unions on each live webinar to share experiences.

### Access to Coopera's Resource Library

Coopera has compiled hundreds of best practice materials to help you better communicate with your Hispanic members and prospective members and to facilitate the implementation of your Hispanic growth program. As part of your ongoing support, you will have access to Coopera's Resource Library through our client-only website portal. The resources available to download include sample policies, template marketing materials, best practice guides and kits. New materials are added regularly.

### General Consulting and Coaching Support

Coopera's consultants have the experience and training to stand by you and serve as a sounding board, as a validating voice, and as a coach to ensure that your efforts have the results you intend. We provide a set amount of hours per year to assist with any questions, concerns or inquiries related to your Hispanic growth efforts.

## For More Information, Contact Coopera

**Email:** [info@cooperaconsulting.com](mailto:info@cooperaconsulting.com)

**Phone:** 1-866.518.0214

**Web:** [www.CooperaConsulting.com](http://www.CooperaConsulting.com)