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Illinois Credit Union League Partners with Coopera to Study Future Demographics of Illinois

Study will evaluate opportunity for diversity, equity and inclusion initiatives in Illinois credit unions

(Des Moines, Iowa – October 29, 2019) – A partnership between the Illinois Credit Union League and Coopera will produce a study outlining underserved financial markets in Illinois, as well as a glimpse into the future demographics of the state. This partnership is part of the Illinois Credit Union League’s wider mission to support diversity, equity and inclusion (DEI) initiatives within the credit union movement.

Coopera is a leader in Hispanic outreach and has worked with credit unions over the past decade to identify opportunities for growth and service of underserved markets. Coopera leads the way for diversity, equity and inclusion initiatives in the credit union space and partners with several Leagues across the country, in addition to being a strategic alliance partner of the Credit Union National Association (CUNA).

“Supporting credit unions as they carry out the principle of people helping people is an important part of the Illinois Credit Union League’s mission,” said Tom Kane, Illinois Credit Union League President and CEO. “By collaborating with Coopera, the League can boost credit union efforts to expand services to the underserved and unbanked. Our partnership with Coopera will bring powerful new insights to Illinois credit unions, empowering them to strengthen their connections with Hispanic communities.”

Illinois Credit Union League members will be provided access to the Illinois Hispanic Opportunity Report upon its completion and release later next month. Following the release of the study, Illinois Credit Union League members will be able to attend a series of workshops and e-learning sessions focused on DEI strategies and how to implement initiatives at the credit union level.

“Coopera has been working in the credit union DEI space for some time now,” said Coopera CEO Víctor Miguel Corro. “Over time we are seeing this conversation become more mainstream as credit unions are learning about the real opportunity that exists to serve multicultural markets. Demographically, the state of Illinois is rapidly evolving. Assessing the growth trends represented in this study, will help Illinois credit unions to assess their future and determine which markets represent the most opportunity moving forward.”

Illinois credit unions can expect to receive access to the completed demographic study in November 2019.

About Coopera



Coopera (ko-pair-a) is a full-service Hispanic market solutions company with specific focus on credit unions nationwide. Coopera's dedicated bicultural and bilingual personnel work closely with clients to assess their needs and create growth strategies designed to increase Hispanic membership, revenue growth and loan volume. Coopera specializes in developing long-term partnerships with clients as they transition from the early stages of discovery to a best practice credit union. Founded by the late Hispanic community activist Warren Morrow, Coopera is owned by Affiliates Management Company, the holding company of the Iowa Credit Union League and is an exclusive strategic alliance partner of the Credit Union National Association. For more information, visit www.CooperaConsulting.com.

About the Illinois Credit Union League

The Illinois Credit Union League is the primary trade association for more than 260 state and federal credit unions in Illinois. It focuses on providing legislative and regulatory advocacy, compliance assistance and information, and a wide range of educational and training services to those credit unions, who in turn serve approximately 3.4 million members. More information can be found at www.icul.com.

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