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Coopera Collaborates with Minnesota Credit Union Network to Study Statewide Demographics

Partnership will Create Multicultural Growth Opportunity Report

DES MOINES, IA (August 18, 2021) – A partnership between the Minnesota Credit Union Network and Coopera will produce a report outlining opportunity for multicultural membership growth for Minnesota credit unions. This partnership will play a part in the Minnesota Credit Union Network’s mission to ensure the growth and vitality of Minnesota credit unions, as well as to support diversity, equity and inclusion (DEI) initiatives within the credit union movement.

Coopera is nationally recognized within the credit union industry as a resource for underserved market growth. Formerly a Hispanic-focused company, Coopera has recently evolved to include many of the growing multicultural segments in the U.S. Coopera leads the way for diversity, equity and inclusion initiatives in the credit union space and partners with several Leagues across the country.

“As the state trade association for Minnesota’s credit unions, our purpose is to offer knowledge and resources that benefit our credit union community,” says Minnesota Credit Union Network President & CEO Mark Cummins. “This partnership with Coopera will help unveil opportunities for Minnesota credit unions to grow market share and determine ways for more consumers to be served by credit unions in the future.”

Minnesota Credit Union Network members will have access to the Minnesota Multicultural Growth Opportunity Report upon its completion and release. The report will highlight the economic and demographic dynamics of underserved and marginalized communities of color in the state. It will also highlight the opportunity for membership growth and unique characteristics of the leading underserved markets.

“As Coopera works to place a renewed sense of purpose on diversity, equity and inclusion initiatives, it’s rewarding to partner with organizations such as the Minnesota Credit Union Network who have the same interests,” says Coopera CEO Víctor Miguel Corro. “At the intersection of financial inclusion and credit union prosperity, we’re able to work together to provide data and resources that will directly benefit Minnesotans.”

Minnesota credit unions can expect to receive access to the completed demographic study in November 2021.

About Coopera

Coopera (ko-pair-ah) is a full-service multicultural analytics and consulting firm with specific focus on credit unions nationwide. Coopera's dedicated multicultural and multilingual personnel work closely with clients to assess their needs and create growth strategies designed to increase multicultural membership, revenue growth and loan volume. For more information, visit www.CooperaConsulting.com

About the Minnesota Credit Union Network

The Minnesota Credit Union Network is the statewide trade association that works to ensure the success, growth, and vitality of Minnesota credit unions. With over \$34 billion in assets, Minnesota credit unions are local, trusted financial cooperatives that serve over 1.9 million members at almost 400 branch locations around the state. As not-for-profit institutions, credit unions give back to the communities they serve. For more information, visit mncun.org.