



## COOPERA ASSESSMENTS & ANALYTICS

### Hispanic Opportunity Navigator (HON)

If your credit union is ready to expand membership and marketing opportunity into Hispanic or other cultural markets, it all starts with Coopera's Opportunity Navigator assessments and analytics. The HON efficiently compiles information into a plan with appropriate and prioritized steps for your credit union to become the financial institution of choice in the Hispanic or other cultural community. The final assessment is delivered in a report and a summary is presented via an online webinar. The report includes:

- Needs assessment and cultural score
- Demographic market scan
- Hispanic (or other cultural) member analysis
- Branch analysis

### Member Analysis

Stay up-to-date with your membership's cultural make-up with the Hispanic (Hispanic Member Analysis) or other cultural member analysis.

### Member Analysis + CDFI Data

If your credit union is exploring CDFI certification, Coopera's member analysis will provide you the information needed for your application. Our data and analytic reports will help measure your underserved population.