



## CUxEL Protégé Competition Oral Presentation Topics for Candidates

Choose **one** of the topics from the categories below for the oral presentation (ex. Category III: Topic C).  
Please also identify **one additional/alternate topic**.  
Both chapter and state levels of the competition require your presentation to be five (5) minutes (PowerPoint is optional).

### I. Credit Union Philosophy

- A. How Are Credit Unions the Strongest Financial Partner in the Community?
- B. Carolinas CU Foundation Disaster Relief Program: Importance and Impact
- C. How Does Your Credit Union Embrace and Put Into Action, the Credit Union Philosophy?
- D. Financial Education as a Commitment to the Cooperative Principles

### II. Credit Union Viability

- A. Can Credit Unions Adapt to the Current Financial Landscape?
- B. The Importance of Diversifying Credit Union Boards
- C. Succession Planning for the Future
- D. The ROI of Investing in High-Potential Employees
- E. How Data Analytics Can Save the Credit Union

### III. Credit Union Economics

- A. Credit Unions: Needed in Today's Economy
- B. Mergers: Friend or Foe of the Credit Union Movement
- C. Are Credit Unions Safe from Economic Failure?
- D. How the Federal Reserve Plays a Key Role

### IV. Credit Union Political Activism

- A. Everyone Can Participate in Grassroots Action
- B. CU Advocacy: Why It's Important to Meet with Legislators
- C. PACs – Legislators for Credit Unions
- D. Today's Top Advocacy Priorities and Credit Union Responsibilities

### VI. The Next Credit Union Leader

- A. Careers in the Making at Credit Unions
- B. How Professional Networking Develops CU Leaders for Tomorrow
- C. How Can Emerging Leaders Demonstrate Leadership Readiness in Their Credit Union?
- D. What Role Do Emerging Leaders Play in Strengthening Their Credit Union?

### VII. Promoting Credit Unions

- A. Reaching the Next Generation
- B. Marketing Credit Unions in the 21<sup>st</sup> Century
- C. Community Relationships = Memberships
- D. The Impact of Technology on the Credit Union Message

### VIII. Credit Unions in the Future

- A. How Technology Drives Member Engagement
- B. Pros and Cons of FinTech
- C. The Case for Brick & Mortar
- D. How Can Departmental Cross-Training Strengthen Your Credit Union?
- E. How Can CUs Embrace AI While Maintaining Trust and Member Service?