



Introduction

This Year's Highlights

Financials

Conclusion

ANNUAL **REPORT**



PRESIDENT/CEO

REPORT

JERRY SAALSAA

CUES Interim President/CEO



Just as fiscal year 2023 was under way, we lost our leader, president and CEO John Pembroke. The CUES staff and I are committed to keeping his legacy going strong by continuing to grow and expand, offering the best in innovative executive education and talent development for the industry's leaders. Under John's guidance, fiscal year 2022 ended on a highly profitable note. This year's highlights include:

Membership

- We are now at **nearly 42,000 members and counting**, more than double our numbers in 2018, when a new benefits structure was released.
- **myCUES Dashboard**, a powerful, personalized tool designed to help our members reach their professional development goals, launched.
- The CUES member social network, **CUESNet**, was refreshed and now features easier navigation and Quick Links for one-touch access to popular pages.
- Enhancements were added to cues.org, including a **Member Help Center** and single sign-on feature for seamless transitions.
- We continued to support our members by **keeping our dues as-is**, with no rate increase in 2022.

Professional Development

- The inaugural **TalentNEXT**, a first-of-its-kind conference designed to help credit unions realize a future-focused people strategy, was held.
- Our in-person events continued to have strong showings coming out of the pandemic.
- Our **Advancing Women** newsletter continued to offer key insights from top female leaders.
- Our **suite of digital offerings continued**, helping small credit unions and those with smaller professional development budgets access quality online learning.

Products

- **CUES Executive Compensation Survey and CUES Employee Salary Survey** had banner years.
- Despite a tight labor market, we helped credit unions face the shallow talent pool head-on with services such as **CUES Consulting** to help aid retention and build leadership pipelines.

Diversity, Equity & Inclusion

We continued our commitment to supporting diverse and inclusive work environments internally and in the industry by:

- Developing a **DEI team within CUES**.
- Offering **CUES RealTalk!**, a series of four free virtual discussions focusing on issues many women face in the workforce, such as unequal pay and facing the confidence gap.
- Holding the **Diversity, Equity and Inclusion Certificate Program** in partnership with Cornell University.

As we head into 2023, I can't think of a better way to honor and remember John than to build upon his strong foundation of steadfast commitment to helping the industry's leaders move confidently into the future.

Jerry Saalsaa
CUES Interim President/CEO



CHAIRPERSON'S

REPORT

KELLY MARSHALL, CCE, CCD, ICD.D
CUES Board Chair



Mentor. Innovator. Leader. Friend.

These are just a few of the words that come to mind when thinking of John Pembroke, who served as CUES president and CEO from 2015 until his passing in November 2022.

As we look back at 2022, you can certainly see John's impact across CUES. Like most business initiatives, many of these accomplishments grew from seeds planted in previous years.

TalentNEXT, a project John was passionate about, officially launched in 2022. It's a first-of-its-kind conference, bringing a credit union's top team together to work on and realize a future-focused people strategy.

John continually strived to support diversity, equity and inclusion efforts not just in business, but everywhere. CUES RealTalk! was just one example of the many ways CUES supports DEI across the industry. These free, quarterly sessions brought panels of leaders together who openly and candidly discussed issues many women face in the workforce.

Leaders have to keep up with changes and innovation, and John knew fintech would be vitally important to tomorrow's successes. CEO Institute: *FinTech* will be offered in partnership with Cornell in 2023, helping the industry's leaders create smart strategies in this space.

Like a mighty oak, seeds that John planted will long be evident in our industry.

And I can't think of a more fitting tribute to John than a long-lasting legacy of strong, confident leaders taking our industry—and the nonprofit sector—into a strong future.

Kelly Marshall, CCE, CCD, ICD.D
CUES Board Chair