

Nomination: 6948

San Diego County Credit Union

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

San Diego County Credit Union (SDCCU)

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

San Diego County Credit Union

Category

A01 - A31 Employer of the Year > A04 - Employer of the Year - Banking

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

People come first and profits second is the principle that has guided SDCCU® for over eight decades. It means that employees, customers, and the community are at the forefront of every decision, including its response to community needs.

To prioritize the health and safety of employees, members, and the community, throughout 2021 and 2022 we directed members to online channels to complete most of their everyday banking transactions. Additionally, we provided virtual financial education as part of our community outreach. We proudly hosted over 450 virtual financial wellness webinars for the community and business partners, which were supported by dozens of blog articles spanning a variety of topics.

SDCCU is an engaged community partner and is proud to support non-profit organizations throughout Southern California. Our partnerships with these philanthropies allowed us to shape the lives of those in our communities through volunteerism, financial support, and public awareness. Many in-person and large-scale events were canceled or scaled back, especially in 2021, so we continued our involvement virtually whenever possible. We were also very proud to have the SDCCU Stuff the Bus campaign honored with a state-level 2021 Dora Maxwell Social Responsibility Community Service Award by the Credit Union National Association (CUNA).

b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

SDCCU has always put the health and safety of employees first. In 2021 and 2022, as the effects of the pandemic continued, SDCCU kept 20% of our workforce in a remote and/or hybrid capacity working from home. This ensured appropriate protocols were being followed while still serving the financial needs of the public.

As the environment continued to change beyond 2021, SDCCU provided continuous communication to staff in an effort to keep everyone safe and informed. The response from employees to SDCCU's management of the pandemic has been positive. Many team members have found their roles as essential workers to be both rewarding and humbling.

SDCCU also understands that employee morale grows when our team sees an opportunity to advance within the organization. That ripple effect can be overwhelmingly positive and continues to build our internal culture as well as develop our high-caliber team. From the period of 2021 through today, SDCCU has celebrated the promotion of more than 420 employees across all departments. These are celebrated across the organization every month and showcased on our intranet site for additional recognition by peers and others. It's just one more reason SDCCU stands out amongst our peers and is a desirable place to work for many.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

SDCCU's commitment to putting people first and profits second demonstrates why it maintains its position as one of the top financial institutions in California. During these unprecedented times, SDCCU continues to provide employees, customers, and the community with much-needed relief. For employees, that relief came through proactive protection and the ability to work remotely if possible. Many employees say that the environment, while challenging, strengthens their pride in SDCCU and their role, and deepens their commitment to serving our community during times of need.

Management also expanded our virtual financial education offered to our communities, and aligned our outreach with the Consumer Financial Protection Bureau's (CFPB) consumer education efforts such as America Saves Week, National Consumer Protection Week, National Financial Literacy Month, and more. With more than 450 virtual financial wellness webinars in the last two years, we reached more than 4,000 individuals to help improve their overall financial health. The part that SDCCU plays in building a better financial future for our communities is a source of pride and purpose for our teams.

SDCCU is a premier leader in San Diego and deserves to be honored for its commitment—for its unwavering loyalty to put people first and make decisions through this lens, positively impacting employees, customers, and the community. It's largely part of the reason SDCCU has been voted BEST credit union for 23 years in a row by the readers of the San Diego Union-Tribune and many times over from multiple other local magazines and newspapers.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

1. SDCCU Financial Wellness Wednesdays

2. SDCCU Biz Kid\$

3. SDCCU Website

4. SDCCU Facebook

5. SDCCU Twitter

6. SDCCU Instagram

Webpage Link

<https://www.sdccu.com/about/community/financial-wellness-wednesdays/> (<https://www.sdccu.com/about/community/financial-wellness-wednesdays/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.sdccu.com/about/community/sdccu-biz-kids/> (<https://www.sdccu.com/about/community/sdccu-biz-kids/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.sdccu.com/> (<https://www.sdccu.com/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.facebook.com/SDCCU> (<https://www.facebook.com/SDCCU>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://twitter.com/sdccu> (<https://twitter.com/sdccu>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://instagram.com/sdccu> (<https://instagram.com/sdccu>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/16870/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjg3MCIwYXN3b3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yL2.Social%20Distance%20Plasma.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/16871/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjg3MSwiYXN3b3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yL3.Skipping%20Handshakes.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-sage.secure-platform.com/file/16872/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjg3MiwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbnm9y4.Wear-Mask-Sandy_Sign-2020.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/16873/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjg3MywieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbnm9y5.FW%20Annual%20Report.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/16874/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNjg3NCwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbnm9y6.%20Impact.pdf>)

Would you like to add an additional supporting document?

No

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Terms and Conditions

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