

Nomination: 8741

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 ██████████ ██████████
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 before profits 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 employee and community needs. SDCCU leadership understands that it takes a happy, healthy, engaged and hard-working team to be an industry leader and we've achieved this through our "Feel the Teal®" culture. "Feel the Teal" is our sense of pride and passion for our brand, work, community and employees. To protect and maintain our rewarding culture, it is imperative that we select positive, energetic and committed individuals who embrace the same passion for their work and exude this energy outward to provide exceptional service to our customers and the community. SDCCU is an engaged community partner and is proud to support non-profit organizations throughout Southern California. Our partnerships with these philanthropies has allowed us to shape the lives of those in our communities through volunteerism, financial education, financial support and public awareness.
b. Outline the organization's employee-relations achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required SDCCU sets itself apart through our comprehensive corporate wellness and benefits programs. The corporate wellness program is designed to engage employees in their health, increase participation in wellness initiatives, reduce healthcare costs, improve employee productivity, attract and retain employees, improve morale, reduce absenteeism and disability, improve and maintain our positive work culture and enhance the SDCCU brand. In 2024, SDCCU launched a new employee engagement page through our company-wide intranet called Team Teal Central. The Employee Experience Team developed a well thought-out calendar of activities that encourage staff participation, including various themed days and calling on employees to submit photos of themselves and their peers. Periodic opinion polls are opened for staff participation and at certain times of the year employees are given the opportunity to give thanks and share kind words regarding their SDCCU peers. The results of these engagement activities are then posted on the Team Teal Central page for employees to view. Team Teal Central helps to paint a picture of life at SDCCU. In the summer of 2024, SDCCU completed the Go Gold Wellness Challenge, a digitally-enhanced wellness program where SDCCU employees recorded one or more energy-boosting activities each day to earn points and earn bronze, silver or gold medals while traveling through the locations and history of the Olympic Games. Participants aimed to earn seven medals/week by logging their servings, time outside experiencing nature, time spent taking a walk, stretching or doing breathing exercises. Leading teams were awarded prizes when the challenge was complete.

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

The SDCCU employee engagement and wellness strategies are created to align with overall business objectives using the prior year's strategy and results, as well as employee participation and feedback to enhance and refine the organization's approach to wellness. The results and participation are significant because of our organizational goal to engage employees, foster a healthy workplace environment and be the employer of choice for many.

At the conclusion of the 2024 Go Gold Wellness Challenge program, 398 employees logged 132,244,226 activity steps during the challenge. Weekly prize drawings enticed participants to track more activity.

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 develop our high caliber team. SDCCU has celebrated the promotion of more than 260 employees across all departments since 2023. This number equates to more than 27% of our employee base! Promotions are celebrated across the organization monthly and showcased on our intranet site for additional recognition by peers and executives. It's just one more reason SDCCU stands out amongst our peers and is a desirable place to work for many.

Management has additionally expanded virtual financial education offered to our communities and aligned our outreach with the Consumer Financial Protection Bureau's (CFPB) consumer education efforts. The part that SDCCU plays in building a better financial future for our communities is a source of pride and purpose for our teams.

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

Webpage Link

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Would you like to add an additional supporting document?

No

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