



MEMBERS DEVELOPMENT COMPANY

2021 PROJECT STRATEGY

Backed by a ceaseless commitment to innovation, MDC's 2021 Project Strategy focuses on four priority areas where we are strongly positioned to make a significant impact, aligning to help credit unions close gaps and gain a competitive edge.

STRATEGIC PILLARS



STRATEGIC GROWTH

Leveraging the power of the collective MDC owner community to assess, develop, and implement tools, technology, and partnerships that lead to a competitive advantage.

Importance - Strategic planning must be laser-focused with a deep understanding of how to best leverage our cooperative model for continued growth.

Value - Projects such as CU NextGen and Curql Fund (fintech investment) demonstrate MDC's expertise in delivering innovative and exclusive solutions to contribute to collective growth for our owners.



MEMBER EXPERIENCE

Researching and developing resources empower our owners to define and execute best-in-class member experiences with a focus on the mission, vision, and values of our owners' organizations.

Importance - Credit union members expect their financial services to evolve at a pace in keeping with other industries and providers.

Value - Partnerships with thought leaders and industry experts allow MDC to design collaborative research, training, and innovative solutions focused on retaining and growing membership.



EMERGING TECHNOLOGIES

Pioneering emerging technologies that deliver digital excellence, operational efficiencies, enhanced member experiences, and organizational resilience for credit unions.

Importance - It is critical that credit unions have a view of the horizon and a strategic approach toward continued evolution.

Value - MDC serves as an extension to our owners' organizations through our research and progressive analysis on what's ahead from a technology perspective. Our goal is to provide content that allows our owners to be more thoughtful in strategic planning.



AUTOMATION AND EFFICIENCIES

Seeking solutions that target key areas of opportunity to automate and simplify time-consuming and repetitive tasks produces greater efficiency and returns on investment.

Importance - A focus on automation and efficiencies allows organizations to reduce costs, generate revenue, and improve the member experience.

Value - MDC brings together interested owners to collaborate and bring diversity of thought to the discussions, resulting in thoroughly vetted and optimized solutions.

MDC'S STRATEGIC PILLARS ARE SUPPORTED BY DATA, ANALYTICS, AND INNOVATION.

We build on foundations that push data and digital envelopes, ensuring our owners are always striving toward innovation.