



A unique co-operative immersion programme

Credit Union Development Education Europe 2019

The ultimate 6 day residential training course



Spread the
cost of
attending
the course!

Wednesday 14th August – Tuesday 20th August 2019
Foresight Centre, Liverpool University, Liverpool, UK

What will you learn?

The Credit Union Development Education (DE) training course has been specifically designed to provide individuals with an insight into the cooperative principles, the credit union movement philosophy and international development issues which challenge credit unions today. This is a unique opportunity to gain valuable knowledge and play a vital role in the development and sustainability of credit unions across the globe - the Credit Union movement.

The DE training course is a 6 day residential held in the Foresight Centre at Liverpool University and facilitated by Marlene Shiels (U.K.) and Lois Kitsch (U.S.A). You will meet and connect with peers from all parts of the world within the credit union sector, including Frontline staff, Volunteers, Chief Executive Officers and Directors.

This unique experience is filled with an invigorating mixture of group work, individual work, influential speakers and presentations ready to prepare you for when you finish. Upon completion, you will join an alumni community where you can keep in contact with other credit union peers.

What is the structure of the course?



Who are the facilitators?

Marlene Shiels OBE, ICUDE
Chief Executive
Capital Credit Union



Capital Credit Union is recognised as being one of the most successful, innovative, and visionary credit unions in the Britain today. The Credit Union is the 3rd largest in Scotland and has a membership of 23,000 with assets over £30m under management. CCU is open to anyone who lives or works in the East of Scotland.

The credit union is particularly proud of its financial inclusion agenda with over 4,000 members, who are unbanked, using the credit union as their primary financial institute.

Marlene Shiels, Chief Executive, was one of the founder members of the credit union, which was established in 1989.

Marlene was on the Board of Directors for 9 years before joining the staff team in 1998 and has held the position of Chief Executive since 2001. She has seen the credit union grow through some great times but also some exceptionally challenging times.

Key Career Highlights:

- In December 2016 Marlene was awarded an OBE in the Queen's New Year Honours List for services to financial services and financial inclusion.
- In 2017 Marlene received the NCUF Lifetime achievement award from her DE Peers.
- Marlene is a founder of the Credit Union Development Education Programme in the UK and Europe. Since 2014 she has also played a key role in the African DE programme as mentor, facilitator and graduation speaker.
- In 2013 Marlene became Advisor to HRH the Duchess of Cornwall in matters relating to Credit Unions and financial inclusion, a post she still holds.
- From May 2012 to 2015 Marlene served on the Board Stepchange, the Debt Charity Stepchange is the biggest debt charity in the UK with over 1200 staff and supporting over half a million people annually.
- In 2009 Marlene was elected to serve for a three-year term on the Board of Directors of the World Council of Credit Unions. She is the only British Person to hold a Board seat on WOCCU.
- In 2009 Marlene joined the Council of the Chartered Bankers in Scotland, a position she held for 6 years. In 2016 Marlene was awarded an Honorary Fellowship from the Institute for services to Credit Unions and financial services. To date she is the only Credit Union professional to hold this position.

**Lois I. Kitsch, ICUDE
National Program Director
National Credit Union Foundation**

For American credit unions, which operate in one of the world's most competitive, and metrics-driven industries, Lois Kitsch is the cooperative conscience. With 35 plus years of credit union leadership, she inspires credit union leaders to live the values of the credit union

movement to best optimize our cooperative structure to create and enhance business opportunities. For many years she served as the national program director of the National Credit Union Foundation's Development Education program, which helps credit union leaders experience a transformational learning experience and maintain cooperative principles as the foundation of their cooperative business model. Beyond her years working for the Foundation, Lois is the Co-Founder of CU Difference aimed to work directly with credit union teams to heighten their awareness and passion for credit unions.

Lois has worked with credit union leaders from six continents to help their movement leaders maximize the relationship between the credit union and its members. She motivates people to change the way they operate their businesses and think about serving marginal markets. Lois is a natural facilitator, mentor and consensus builder, a well-known public speaker and a successful program leader.

Lois has received many national and international awards including the Athena Award from the World Council of Credit Unions, the Life Time Service award from both the Credit Union Development Education Program and the CUTE Foundation (Mindanao, Philippines) and the Wegner Award from the National Credit Union Foundation.



How will you benefit from attending the course?

- Acquire fresh skills which will help you in your job – learn about credit union outreach initiatives, problem solving, technical assistance, team building, and public presentations.
- Gain an increased understanding that local issues are indeed global – and that credit unions grow stronger by working cooperatively – make connections.
- Develop a new understanding of how to promote cooperative principles and credit union values as distinct advantages in today's competitive financial services marketplace. –
- Earn certification as Credit Union Development Educators (DEs). Join a networking group of over 4,500 graduates across the Globe.

On completion of the course, you will be revitalised to take forward and promote the spirit of the Credit Union movement. Not only will you receive a prestigious DE badge, but you will also be able to showcase your achievement by adding letters after your name (DEEU), which are recognised in the Credit Union world. In addition, you will also join 4,500 fellow DE graduates in an alumni community, from across the world with Asia, Africa, America, Canada, Caribbean, Europe and Philippines all represented. Together, you will continue developing and promoting the philosophy of “People Helping People” for the future of credit unions.

*Credit Unions are ‘In Your Heart and in Your Soul’
and once a DE ‘You’ll Never Walk Alone!’*

Do you qualify to attend the course?

In order to qualify for entrance to the course, you must:

- Be an employee or volunteer of a credit union, trade association and/or Credit Union service organisation.
- Be willing to devote a reasonable amount of work and personal time for development related activities of their choosing.
- Overseas attendees must have graduated from their home country DE course.

The cost of attending the training course is £1,150. To help many credit unions spread the cost of attending the course, you have the option to pay in monthly instalments before the course begins.

The DE training course is self-financed and helped by a number of organisations who kindly provide sponsorship. This is sustained through committed and knowledgeable volunteers dedicated to growing the credit union movement by assisting credit unions and individuals in the delivery of our core philosophy.

Where is the course held?

We are confident that we'll have yet another amazing residential course for you all and what's more it's in Liverpool, which was recently named the third best city in the world to visit – yes THE WORLD!

The venue is the fantastic and award winning Foresight Centre at Liverpool University. The Centre is a stunning Grade II listed building located moments from Liverpool Lime Street mainline train station. The centre is housed within this elegant building of great architectural and historical significance, situated on the edge of Liverpool City Centre. The building dates back to the late 1800s when it serviced the people of Merseyside as the Liverpool Royal Infirmary hospital. It was designed by Liverpool born architect Sir Alfred Waterhouse, champion of high Victorian Gothic with advice from Florence Nightingale. Pretty impressive hey!



Apart from attending the great DE course, why not take a few days before or after the course to explore this great friendly city with over 800 years of history. We have lots to offer including: the iconic Liverpool waterfront which features the landmark buildings known as Three Graces, all things Beatles, 2 Cathedrals, lots of fantastic museums and buildings including St George's Hall and Speke Hall, a rare Tudor timber-framed manor house in a most unusual setting on the banks of the River Mersey, Aintree Racecourse, home of the world famous Grand National, theatres, restaurant, parks and great shopping.

Are you interested?

For more information or to request an application form please contact Carol Philbin.

carol.philbin@partnerscreditunion.co.uk

Please remember as spaces are limited, places are filling up quickly for 2019 so get your applications to us in plenty of time! We look forward to having you on board!