INTRODUCTION

Change. At Cy-Fair FCU, we earnestly believe that change means opportunity...opportunity for new growth and advancements within the credit union's financial services for members. We believe that change is good.

For years, banking institutions have severely lacked in keeping up with technological advancements and consumer needs. In a world of bitcoin, the reinvention of traditional bank branches, and new cardless digital transaction capabilities on our smartphones, our parent’s financial institutions are slowly becoming less relevant if they don’t perpetually adapt to the needs of today. At Cy-Fair FCU, we have committed to continually research, understand and lean into new approaches to financial service. Just 10 years ago, our nation and our community faced a financial crisis. While CFFCU and it’s members tightened their belts, we also used that time as an opportunity to identify areas where we could enhance our service to be more efficient and cost effective. This has included updating our products and programs for members, and looking at our branches for opportunities to remodel or relocate to better serve the current and future financial needs of our members. Where and how we provide financial services is key and has driven significant branch and technology advancements at CFFCU in the last several years.

In 2018, we began creating the blueprints for transformation with many of our initiatives such as the relocation and remodel of our Stone Creek branch (now in Copperfield), the beginning of our Jones Road branch remodel, and the discontinuation of our safe deposit box service at two locations where vacancies had climbed to 50%. Finding opportunities within new programs along with increased efficiency which will ultimately improve the lives of our members...

THAT is our number one priority. We are confident that changes like these will only make our members’ banking experience more enjoyable and vital. In addition, our dedication to remaining our member’s key partner on their financial journey is unwavering as we continue to support our schools, community initiatives such as our Extreme Classroom Makeover, non-profits in our neighborhoods, and our Adopt-a-Road volunteer program.

With blueprints for growth and improvements, we will expand on our established foundation to build toward an even stronger Cy-Fair FCU experience.
In 2018, we took a good, hard look at where and how we could create efficiencies in our branches with a new layout. The updated layout includes private conversation areas where members can sit side-by-side with a financial consultant as they go through personalized solutions for our members’ financial needs. A hospitality area, an immersive new video wall, and technology lounge will also be added where members can grab a cold drink, recharge their phone or smart device, and catch up with the latest community events and promotions on the 5’x 8’ digital screen.

Beyond remodeling our existing financial centers, we have already relocated one of our financial centers and are preparing to open a brand-new location. We identified a location near Copperfield Place for our Stone Creek branch. We chose this location due to its close proximity to shopping, dining, groceries and other retail options, making it more convenient for members to drop in while running errands. The new location has been designed to produce a more personal and innovative banking experience with a quick and convenient drive-thru, and four consultation rooms equipped for better financial collaboration. As we also continue to expand and broaden our offerings, we selected a new financial center location along Barker-Cypress Rd to better serve thousands of current and potential CFFCU members in that area.

In 2018, we continued to double down on our technology offerings by installing more Interactive Teller Machines (ITMs) at various branches. These ITMs offer 70% faster drive-thru transactions, extended hours and access to a majority of banking services without having to ever enter the credit union. With an ITM, members can also receive personal, face to face service with a Cy-Fair FCU employee to help go through the entire transaction, making it a seamless experience. We also launched our mobile wallet feature – a convenient, secure way to digitally store debit and credit cards in order to make purchases using a mobile phone. The best part? The card number is never stored on a member’s device so the account details cannot be cloned, making it safer than carrying a physical card!

By building on these blueprints, we are creating a contemporary financial center that is both efficient and cost effective with the end goal of making our members’ banking experience more enjoyable. We feel that by setting the foundation in 2018, this upcoming year will be very prosperous.
TRANSFORMING OUR JONES ROAD LOCATION

For the past year, Cy-Fair FCU has been developing plans for improving both the member and back-office areas of our administrative office on Jones Road. While the exterior of the building is well-maintained, its mirrored face causes many to pass by without realizing there is a Cy-Fair FCU branch within its walls. The credit union’s planned transformation in 2019 will address this, adding increased visibility and awareness of the financial center located inside.

The interior will also experience several changes. For example, the member area will be transformed to reflect our new financial center model to enhance our consultative service delivery, elevate our latest innovations and enrich your overall banking experience.

In the back-office and administrative areas, we will make better use of wasted space. The updated design includes a more open workspace with various departments brought in closer together to foster better cross-team collaboration. This transformation will also bring both the ITM and call center areas into one large location, providing more coverage for peak business hours, better service for members, additional cost-savings, and room for future growth.

Finally, with an increased emphasis on knowledgeable consultation, our training rooms will be expanded and updated with tele-conferencing capabilities to digitally connect our current and future branch locations. Additionally, the new training spaces are designed with the goal of providing local non-profits with additional after-hours meeting space to support their work in our community.

Construction based on the plans developed in 2018 is expected to commence in the second quarter of 2019.
This year, Cy-Fair FCU had the privilege of participating as this year’s event underwriter as part of our “Community Only Better” initiative – a $500,000, 10-year pledge to Cy-Fair community schools, small businesses, and students. We also awarded Angie Peña of Danish Elementary a new Dodge Journey, thanks in part to Northwest Dodge, during the Cy-Fair Education Foundation’s (CFEF) annual Salute to the Stars gala. The event celebrates the contributions of all Cy-Fair Independent School District (CFISD) educators and recognizes the top teachers, para-educators and support personnel from across the district.

In August, Cy-Fair FCU announced the winners for 2018’s scholarship program, awarding $11,000 in higher education scholarships to six CFISD high school seniors. Cy-Fair FCU continued its commitment to improving the classrooms of local students as part of its annual Extreme Classroom Makeover competition. Three Cypress-Fairbanks Independent School District (ISD) teachers each received $500 from CFFCU to enhance their respective elementary, middle or high school classrooms in order to maximize learning and promote student participation. The credit union also awarded $150 to three runners-up. This year Cy-Fair FCU distributed the awards before an audience of the recipients’ peers at the annual Cy-Fair ISD Rigor, Relationships Teachers Conference. Each recipient received a special mention before the keynote address of the conference. The competition began 11 years ago and Cy-Fair FCU has now awarded more than $17,000 to local teachers for classroom makeovers.

CFFCU Bilingual Scholarship

The CFFCU Bilingual Scholarship is special because it recognizes me as an ESL student. This scholarship puts me one step closer to achieving my academic goals in the STEM career field.

SAYRA RODRIGUEZ, Jersey Village High School

Pattie R. Miller Memorial Scholarship

I really wanted to fall on my knees and thank God right then and there, I didn’t actually believe it until they said Danish Elementary. God bless Cy-Fair FCU, and Northwest Dodge.

ANGIE PEÑA, Danish Elementary

CHIAMAKA UGBAJA, Lakes High School

*Lone Star College full tuition and paid expenses

Bilingual Spanish/English Scholarship

SAYRA RODRIGUEZ, Jersey Village High School

CY-Fair FCU Scholarship Program

The CFCCU Bilingual Scholarship is special because it recognizes me as an ESL student. This scholarship puts me one step closer to achieving my academic goals in the STEM career field.

SAYRA RODRIGUEZ, Jersey Village High School

In August, Cy-Fair FCU announced the winners for 2018’s scholarship program, awarding $11,000 in higher education scholarships to six CFISD high school seniors.

$500 WINNERS

Darrell Abramowitz, Danish Elementary

Amy Hall, Hopper Middle School

Heather Cox, Cy-Fair High School

$150 WINNERS

Jeanna Pena, Lamin Elementary

Lauren Jackson, Campbell Middle School

Katina Politte, Cy-Fair High School

Patrice R. Miller Memorial Scholarship

Chiamaka Ugbaja, Lakes High School

*Cy-Fair FCU Scholarship Program

Cy-Fair FCU Membership Scholarship

Shannon Hebert, Cypress Woods High School

Community Scholarships

Kaitlyn Clark, Cypress Creek High School

Brandon King, Cypress Ridge High School

Manish Koleti, Cy-Ranch High School

Bilingual Spanish/English Scholarship

Savera Rodriguez, Jersey Village High School

*Cy-Fair FCU Scholarship Program

Lone Star College full tuition and paid expenses

Bilingual Spanish/English Scholarship

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Angie Peña, Danish Elementary
We continued our support of the Adopt-a-Road program as part of our overall Community Initiative. This includes volunteering and donating to ensure that the areas in our community are enjoyable and devoid of trash and debris, providing a sense of pride for those who inhabit the community.

In 2018, we continued our support for local High School Booster Clubs with $18,328.08 in funds generated by our School Spirit Debit Cards. With the success of such programs, we are looking to expand our reach to support additional types of High School Booster Clubs. In addition, our School Association & Non-Profit Accounts continued to benefit local PTOs & Boosters by providing a more affordable Checking Account option.

This year’s Rigor, Relevance, Relationships Leadership Conference – held annually by Cypress-Fairbanks ISD - celebrated with a 1950s theme to signify the long-standing relationship with Cy-Fair Federal Credit Union that started in 1956.
LOOKING AHEAD

Turning Blueprints Into Action

In 2019, Cy-Fair FCU will continue to build upon the blueprints of transformation and elevate the banking experience to fit our members’ needs. We already have plans to make strides in advancing our technological offerings, bringing our members even more streamlined and efficient banking services. What we have already accomplished in 2018 is just the tip of the iceberg.

We have a finger on the pulse of what’s new and what’s up and coming in financial technology and what our members look for their community-based financial institution. Our challenge is leaning into advances in digital and direct banking, but that’s also our opportunity to evolve into a more convenient and efficient service model. Our physical branches will see far more transformation to help fit the busy lifestyles of our members and we will continue to seek out opportunities to grow or add locations to better serve our growing community.

2019 is a year full of promise for Cy-Fair Federal Credit Union, and we’ve only just begun.
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