

## MEMORANDUM

To: Subscribers to *Credit Union Strategic Planning Manual*

From: Sheshunoff Information Services

Subject: Highlights

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Thank you for participating in Sheshunoff's automatic update program. Enclosed is the latest update to *Credit Union Strategic Planning Manual*. This manual contains information that will help give your credit union a competitive edge in the banking marketplace, by providing a step-by-step approach to setting credit union goals, evaluating the internal and external factors that affect achieving those goals, and then plotting the best course for the credit union by considering all of these factors.

The manual includes discussions of specific Internet services. This update includes new materials on the following topics:

- *Business Continuity Planning*. In March 2008, the FFIEC updated its IT Booklet, "Business Continuity Planning." The major changes in the booklet are highlighted, at the beginning of the chapter, which then addresses planning responsibilities in detail.
- *Dealing with Current Market Risks*. A high incidence of bankruptcies and foreclosures can stress a strategic plan, unless it is modified to address current conditions. Minimizing losses due to bankruptcy is the topic of a new chapter, 11A, in the manual.
- *Remote Deposit Capture*. Ease of banking is high on the list of member's priorities. Evaluate whether there is a market opportunity for your credit union. Chapter 11B walks you through an evaluation that can help you decide whether this is a profitable product that your credit union can offer.