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Credit Union Student Choice Partners with Filene to Help Clients Tap Gen Y

Washington, D.C. (January 10, 2011)— [Credit Union Student Choice](#), the leading provider of turn-key private student lending services to America’s credit unions, announced that it has partnered with Filene Research Institute to help its clients form deeper relationships with young adults.

“Credit unions offering the *Student Choice* program have funded more than 21,000 loans in the last three years, and many of those borrowers are brand new credit union members,” said Mike Weber, V.P. of Marketing for *Credit Union Student Choice*. “Add in the fact that our program helps credit unions connect with borrowers in their local field of membership and it’s obvious these new members present a genuine opportunity for a deeper, long-term relationship. To achieve that though, it’s imperative that credit unions have a full understanding of what it will take to successfully serve the financial needs of young adults.”

According to Weber, *Student Choice* will kick off the partnership by hosting two free client webinars in February and March, both of which will be delivered by [Brent Dixon, Filene’s Young Adult Advisor](#). The first will focus on the products, services, and recruiting strategies credit unions need to serve young adults, while the second will highlight today’s digital culture and its impact on how businesses connect with consumers.

“We’re very excited to partner with Filene as they have done some excellent work on this front,” said Weber. “These webinars will be great first steps in helping our credit union partners begin to cultivate long-term member relationships with student loan borrowers.”

Since launching in May 2008 with seven credit union partners, *Student Choice* has now grown to serve more than 175 credit unions across the country. The CUSO’s turn-key solution allows credit unions of all sizes to make school-certified private student loans that are held on their own balance sheets.

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About Credit Union Student Choice

Credit Union Student Choice is a credit union service organization (CUSO) founded in 2008 by several of the nation’s leading credit unions and CUSOs. Credit Union Student Choice positions credit unions as

leaders in education financing in the 21st century by redefining value for student borrowers and helping credit unions connect with new Gen Y members. The Student Choice network enables credit unions of all asset sizes and fields of membership to make private student loans that may be held on their own balance sheet to recognize the long-term economic return of the loan relationship versus a one-time referral fee. The CUSO helps credit unions by managing many of the challenges and risks commonly associated with student lending.

Since launching in May 2008 with seven credit union partners, the CUSO has now grown to serve more than 165 credit unions across the country. It was also recognized in 2009 as a co-recipient of the prestigious NACUSO Collaboration and Innovation Award. To learn more or find out how your credit union can participate, visit www.studentchoice.org or call 800-237-5678 and ask for a Credit Union Student Choice representative.
