



# BALANCE Impact Report

## ■ CREDIT UNION:

### SCE Federal Credit Union

- \$738M assets / 56K members
- 10 branches / 185 team members

BALANCE spoke with **Michelle Shelton, Chief Experience Officer, at SCE Federal Credit Union** in Irwindale, CA about the Money Coach program.

## ■ PRODUCT:

### BALANCE Money Coach

#### What is Money Coach?

An online immersive financial coach training program for staff offered online through 13 self-paced modules. This program provides your team the tools they need to become personal finance coaches to those you serve. With Money Coach, your team will receive the same world-class training that BALANCE financial coaches undergo. There are pre and post-tests included and it is about 40 hours of professional development. A face-to-face classroom style setting version of this program is also available, if you are interested.

#### 13 Financial Education Topics:

- Basics of Money Management
- Basics of Credit & Debt
- Credit History and Credit Reports
- The Collection Process
- The Legal Process
- Bankruptcy
- Housing Issues
- Identity Theft
- Student Loans
- Taxes
- Child Support and Alimony
- Long-Term Planning
- The Art of Financial Counseling

**Q:** *Why did SCE Federal Credit Union decide to offer financial coaching training to the staff?*

**A:** We decided that our financial education strategy had to start with our own team members. The Money Coach program trains them in 13 important financial topics which increases their confidence when helping others. Having well-trained team members is vital to increasing the financial health of those we serve.

**Q:** *What did your staff have to say about the Money Coach program?*

**A:** I surveyed them upon completion, here is some of their feedback:

“The team was excited by the level of knowledge gained – very comprehensive and everyone walked away with a much greater appreciation for how we can help our members.”

“The course would be great to offer to those on the front line because it would help in the client interview process and recommending the right products and services”

“Very detailed, good activities, and engagement in the classroom.”

“The Money Coach training was excellent, our trainer was amazing! It’s obvious that she has so much knowledge and passion on financial literacy and I really like how she allowed the group to dictate the pace.”

**Q:** *Would you recommend the Money Coach Program to others?*

**A:** Yes, it is win/win/win. Our team members get professional development and become more financially savvy themselves, our members get an expert, and our brand wins with a happy team and well-served members.