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Peach State Federal Credit Union Puts Themselves in Members' Shoes



Peach State FCU Staff participate in the life simulation designed by the National Credit Union Foundation.

LAWRENCEVILLE, GA (November 7, 2017) – Each year, on the Columbus Day holiday, the entire Peach State Federal Credit Union staff gathers together for training. This year, training included participation in a life simulation. Designed by the National Credit Union Foundation, the life simulation was developed to help credit union staff, volunteers and leadership better understand the challenges faced by many credit union members and their families.

The life simulation lasted approximately three hours and immersed every employee of the credit union, including the executive team, into the lives of typical families. Peach State's 10 CUDE graduates along with a few other staff members played the roles of facilitators who represented community law enforcement, full and part time employers, transportation providers, social services, and school

teachers, while the majority of staff members were randomly assigned families and special situations both familial and financial.

Peach State's Training Manager, Crow Hunter, a CUDE graduate and lead facilitator of the simulation, believes that *all* of the staff, not only front line staff such as tellers and branch managers, but back-office and leadership staff would benefit from facing the same struggles that many credit union members face on a daily basis—even for a few hours. “Our goal was to enhance a sense of empathy within our staff so that they are better equipped to help our members from a place of understanding. As a result, the staff gained a renewed sense of pride in their daily functions and are better connected with the members they serve.”

“While our staff members are aware of the credit union difference and our overall goal of helping members afford life, the Foundation's Life Simulation allowed us to emphasize that in an impactful way,” remarked Peach State's Chief Administrative Officer, Demitra Houlis. “The exercise was a great way for all of our employees, executive team included, to be reminded of our mission. It was evident that the life simulation definitely made an impact on our staff.”

About Peach State Federal Credit Union

Peach State is a \$359 million credit union that serves more than 49,000 members in Barrow, Clarke, DeKalb, Gwinnett, Jackson, Oconee, Richmond and Walton counties in Georgia, and Aiken County in South Carolina. As a financial cooperative, Peach State's mission is to meet the needs and exceed the expectations of its member-owners. For more information, visit www.peachstatefcu.org.

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