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Affiliate Credit Union Tours Prove Informative for Elementary and Middle School Students



Selina Murrell and students from Rogers Herr



Felicia Solomon and students from Southeast Elementary

(April 27, 2009– Durham, N.C.) – The Support Center's affiliate community development credit unions (CDCUs) made an impact on youth during National Youth Credit Union Week. After her students toured Greater Kinston Credit Union on April 21st, Southeast Elementary School principal Felicia Solomon said, “This has been a wonderful opportunity for our students.” The tour, sponsored by The Support Center, was an opportunity for youth in the community to learn how a credit union operates and to learn how they can start their own savings accounts.

For a second year, Greater Kinston participated in National Youth Credit Union Week. Greater Kinston’s Administrative Assistant Linda Williams and The Support Center Director of Marketing, Kimberly Knox led the groups on April 21 and 22. Williams gathered the students in a conference room dedicated to former district Congresswoman Eva Clayton to share information on the credit union’s history and services. Later, she gave them an opportunity to win prizes in a quiz session. Winners chose from prizes provided by The Support Center.

Students from Rogers Herr Middle School were led by The Support Center on a tour of Latino Community Credit Union (Latino) and Generations Community Credit Union (Generations) on April 24. Latino VP of Strategy and Services Erika Bell and Staff Development Specialist Rebekah Friesen met with the students to discuss the importance of their financial services to Hispanic immigrants in North Carolina. Later, Generations' VP of Operations Jelani Thompson treated students to popcorn during his presentation, which highlighted the credit union's growing services. Member Services Representative Rashida Griffin explained her role and daily member relations responsibilities. Each student received a VISA gift card and other giveaways

The board game, *CA\$HFLOW*® was the highlight of the tour. As part of a working lunch, students were divided into teams to play the game. Selina Murrell and Derek Williams instructed students how to play the game. Murrell and Williams are actively involved with The Support Center's Youth Education and Outreach program.

Rounding out the day's events, each member of the winning team automatically received an additional VISA gift card. However, everyone had opportunity to win an additional gift card if they were able to correctly answer questions about their tour experience. Eighth grader Cincere White was especially grateful for the experience. “Thanks for the wonderful tour through your building. Thank you also for teaching me so many things about a credit union that I did not know, for the food, and the cool game you showed us. Once again, thanks so much for the wonderful Friday- it was way better than being at school.”

By the end of National Youth Credit Union Week, affiliate CDCUs reached approximately 200 students to convey the importance of sound financial management and saving. By the end of the 2009 school year, approximately 480 students will have participated in The Support Center's youth education program.