



Strategic Business Partners Work for Your Success

HCU Services Corporation selects strategic business partners based on their ability to provide turnkey solutions, exceptional service, and competitive pricing.



November 14, 2023



Credit Union Trends Report — October 2023

Highlights from the Credit Union Trends Report

- Credit union new-auto loan balances rose only 0.2% in August, below the 2.3% pace set in August 2022.
- Home prices rose 0.6% in July, according to the S&P Core Logic Home Price Index and rose 1% year-over-year despite the worst housing affordability in almost 40 years.
- During the first eight months of the year, credit union deposits rose only \$12.4 billion, down from the \$60 billion increase reported during the first eight months of 2022.

Highlights from the Economic Report Report

- The U.S. economy grew 4.9% during the third quarter, above the 2% long-run natural growth rate.
- Inflation remained at 3.7% in October, above the Federal Reserve's target.
- The U.S. money supply dropped 3.6% during the last 12 months.
- The 30-year mortgage interest rates reached 7.8%, the highest since November 2000.
- Home prices are up 2.8% during the last 12 months.

[Read reports](#)

[CNote is a technology platform that provides a sustainable flow of non-member deposits](#)

Along with new deposit opportunities, CNote fosters partnerships between corporate investors and credit unions that can open doors to investments, grants, new members, partnerships and media opportunities.

In furtherance of their mission to build a more inclusive economy, CNote prioritizes credit union partners and the needs of the communities they serve. They believe the path to increased financial inclusion is through the robust support of community-centered financial institutions like yours.



[Read more](#)



[Register Today](#)

[Liquidity and Funds Management Today](#)

Tuesday, December 14, 2023 • 10:00 AM HST • Webinar

Speaker: Susan Sharbel

Session Description: As the name implies, liquidity is fluid and changes rapidly. Today, Credit Unions must be prepared for the new reality of several bank failures, a limited supply of core deposits, the ease at which rate sensitive depositors can walk out the door, and increased competition. Knowing how to measure liquidity and understanding how liquidity risks will play a significant role in earnings stability and financial performance is critical. Developing strong liquidity management practices is key to profitability, risk mitigation, and assisting with pricing and growth strategies.

TOPICS COVERED

- The drivers of liquidity risk
- Liquidity risk within the overall ALCO policy
- Defining liquidity stress events for your bank
- Sound liquidity risk management and expectations of regulators, including supervisory tools.



In today's digital landscape, the importance of cybersecurity cannot be overstated as businesses of all sizes are susceptible to cyber threats. Credit Unions are an attractive target for cyber threat actors due to the valuable financial data they hold, limited cybersecurity resources, and their interconnected digital infrastructure.

To ensure the safety of your Credit Union and customer data, on September 1, 2023, the National Credit Union Administration (NCUA) introduced new Cyber Incident Notification Requirements for federally insured credit unions. As a Managed Security Services provider in Hawaii, we wanted to help demystify the new requirements by providing a concise summary to help you understand the key points and provide actionable steps for you to help protect your organization to hopefully, prevent cyberattacks.

[Read more](#)



TruStage™

On-Demand webinars

[Discovery2023 On-demand](#)



STANDING WITH MAUI CREDIT UNIONS AND THE COMMUNITIES THEY SERVE

[Click here to support Maui wildfire relief](#)

[Click here to see the outpouring of support for Maui wildfire relief](#)



the Knowledge Source

the Big Idea

the Conversation

Missed an Issue?

[Click here for archive](#)

Solutions for Credit Unions

Advertising Specialties

[American Solutions For Business](#)

Audit Services

[CU Pacific Audit Solutions, LLC](#)

Automobile Lending Software Solutions

[Origence](#)

Card Programs

[FIS](#)

[Shazam](#)

Contract Renegotiating Services

[JMFA Contract Optimizer](#)

Data and Analytics

[AdvantEdge Analytics](#)

Education & Research

Lending & Credit Risk/CECL/ALM

[Abrigo](#)

Loan and New Account Origination System

[Lending 360](#)

[Zest AI](#)

Marketing Solutions

[CU Solutions Group Martech](#)

Mass Communication System

[Everbridge](#)

Membership Enhancement Programs

[Eltropy](#)

[Love My Credit Union Rewards](#)

Office Supplies

[Excalibur](#)

[CUSG CEO Connect - Rethink, Reimagine, and Reinvent](#)
[CU TrendScan](#)

Electronic Lien & Title Service
[DealerTrack Collateral Management Services](#)

Financial Management Programs
[CUNA Brokerage Services, Inc. \(CBSI\)](#)

Financial Services Solutions
[Vericast](#)
[Newtek](#)

Fraud Detection
[Verafin](#)

HR Performance Solutions
[CU Solutions Group HR Performance](#)

Insurance Products
[TruStage](#)
[Farmers Insurance Hawaii](#)

Overdraft Privilege Program
[John M. Floyd & Associates](#)

Portfolio Analytics
[Lending Insights](#)

Prize-Linked Savings
WINcentive (Minnesota Credit Union Network)
[Contact Becky Jandoc](#)

Security Solutions
[Alert Alarm Hawaii](#)

Technology Solutions
[CU Solutions Group Martech](#)
[Cyberuptive](#)
[Intech Hawaii](#)
[Silvercloud](#)

Vendor Management/Business Continuity/ Disaster Recovery/Information Security
[Buckley Technology Group](#)

If you have any questions or comments concerning this newsletter, please contact Becky Jandoc at becky.jandoc@hcul.org or directly at 808.203.6416 or for neighbor islands toll-free at 1.888.331.5646, ext. 416.