

# Hawaii Credit Union League



February 6, 2024

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The [January 2024 Credit Union Trends Report](#) is now available.

Steven Rick, Chief Economist

## Highlights from the Credit Union Trends Report

- For the first time in many years, small credit unions reported faster loan growth than larger credit unions because of their greater liquidity.
- Home prices rose 4.8% during the last year, pushing housing affordability to the lowest in 4 decades.
- Credit union new-auto loan balances were falling at a -2.5% annualized pace in November.

## Highlights from the Economic Report

- During the last year, the number of credit unions fell by 4.2%, above the long-run trend of 3.5%.
- The unemployment rate remained at a very low 3.7% in December, below the 4.5% considered to be full employment.
- The Consumer Price Index rose 3.1% during the last year, approaching the Federal Reserve's target of 2.0%.
- The credit union loan-to-savings ratio rose to 86.1% in October, the highest since January 2019.

[Read more](#)

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Fintech Forum Webinar series

Navigating 2024: Fintech Predictions that will Shape Credit Union Strategies

**Date:** Wednesday, February 21, 2024 • 9:00 – 10:00AM HST

In 2023, credit unions and fintechs were both challenged by a volatile market environment. These conditions forced everyone to re-evaluate strategies and adapt in response. Join us on February 21 as we look forward and explore the fintech trends that will shape decisions for the industry.

Our panel will discuss the impact of the broader adoption of AI and other new technologies, the continued threat of fraud, the regulatory landscape, and the member experience, amongst other key trends. Hear different perspectives that will help guide you and your teams to build lasting strategies to stay competitive in the evolving financial landscape for 2024 and beyond.

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[Boost Your Net Interchange Profitability](#)

Selecting the right network partner may not be at the top of your list – but it should be. Why? Because when you choose the right partner, your debit card program has the potential to become one of the top non-interest income generators for your institution.

Too often community financial institutions select a payments network based on its gross interchange rate. And unfortunately, this doesn't allow you to see the full story. When you choose the SHAZAM Payments Network, your potential to earn more net interchange revenue increases.

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[Webinar: Overdraft Overhaul: Insights into the CFPB's Game-Changing Proposal](#)

February 21, 2024 • 10:00 AM HST

On January 17, the Consumer Financial Protection Bureau (CFPB) published its proposed Rule, Overdraft Lending: Very Large Financial Institutions. While

the proposed rule currently exempts financial institutions under \$10B in assets, it may potentially reshape overdraft practices for all community banks and credit unions. The CFPB has indicated that it will monitor the market response for all overdraft programs and is prepared to include community financial institutions.

Join us for an in-depth discussion on the proposed rule and how it may impact your financial institution.

[Register here](#)

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## VERICAST.

### [A BLEND OF TECH AND AUTHENTICITY](#)

In 2024, Marketers are poised to navigate a landscape marked by the merging of innovative technology and enhanced consumer experiences.

This report presents seven pivotal predictions, backed by survey results, from the improvement of vendor partnerships to artificial intelligence (AI) demand for deeper connections, highlighting a future where personalized value and authenticity carry the utmost significance. As brands agilely adapt to emerging trends, the challenge is balancing the hype with meaningful engagement, ensuring it leads to opportunities rather than oversights in a rapidly evolving marketplace.

[Read more](#)

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[Registration open for HCUL members and qualifying vendors](#)

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