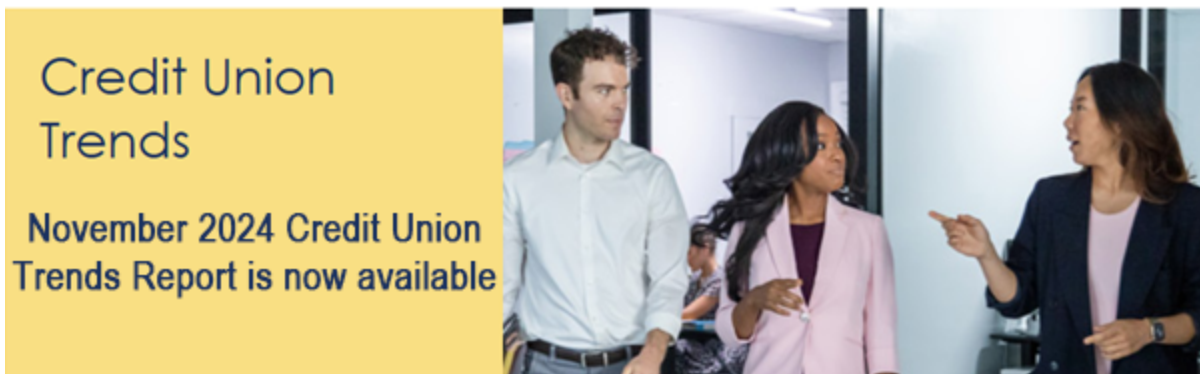


Hawaii Credit Union League



December 31, 2024

Missed an issue of The Big Idea? Visit our [publications archive!](#)
You can also access our weekly news wrap-up videos there.



Highlights from the Credit Union Trends Report

- Credit union loan-to-savings ratios expected to remain above 85% in 2025 for the third year in a row.
- Credit union used auto loan growth is the slowest on record, falling 3.9%.
- The OFHEO House Price Index rose 4.3% over the last year ending in the third quarter, above the 4.0% long run average.
- The credit union system's equity-to-asset ratio rose to 9.7% in September, up from 9.6% in August and 8.7% in September 2023.

Highlights from the Economic Report

- The U.S. economy is expected to grow 2.4% in 2024 and 2.5% in 2025.
- The unemployment rate rose to 4.2% in November, still below the 4.5% considered full employment.
- The core personal consumption expenditure deflator rose to 2.8% on a year over year pace, above the Federal Reserve's 2% target.
- The U.S. money supply as measure by M2 rose 3.0% in the year ending in October, significantly below the 5.4% long run average.

[Read more](#)



Picture this: A credit union member logs onto their account at 2 a.m., worried about a suspicious transaction. Instead of waiting until morning to speak with a representative, they're greeted by an AI assistant that quickly verifies the transaction, explains the details, and puts their mind at ease. This isn't five or ten years out – it's happening now, and it's just the tip of the iceberg when it comes to AI's role in credit unions and community banks.

[Read the article...](#)



For many credit unions and community banks, a lack of innovation in their lending operations results in inefficient processes.

This new Cornerstone Advisors report outlines the challenges that community-based financial institutions are facing and how AI can boost efficiency and success.

[Read more](#)



Vericast can help your credit union drive a rising tide of new deposits and high-yield members to stay competitive in today's crowded market.

[Read more](#)



Nationwide, credit union members have saved over \$75 million with 107 credit unions in 9 states by offering WINcentive® or a Prize Linked Savings account administered by the Minnesota Credit Union Network. Discover how this program can incentivize your members to boost savings efforts.

[Read more](#)



[MARK YOUR CALENDARS!](#)

Solutions for Credit Unions

Alarm and Security Solutions

[Alert Alarm Hawaii/National Fire Protection](#)

**Asset Liability Management,
Portfolio Risk, & CECL**

[Abrigo](#)

Audit Services

[Buckley Technology Group's ISSAC](#)

[Online](#)

[CU Pacific Audit Solutions, LLC](#)

Card Solutions

[FIS](#)

[Shazam](#)

Check Solutions

[Vericast](#)

Compliance Solutions

[Buckley Technology Group](#)

Electronic Lien & Title Service

[DealerTrack Collateral Management Services](#)

Fraud Detection

[Abrigo](#)

[Nasdaq Verafin](#)

HR Performance Solutions

[CU Solutions Group HR Performance](#)

Information Technology Solutions

[Cyberuptive](#)

[Intech Hawaii](#)

Insurance Products

[TruStage](#)

Lending Solutions

[Abrigo](#)

[Origence](#)

[Zest AI](#)

Marketing Solutions

[American Solutions for Business](#)

[CU Solutions Group Martech](#)

[Vericast](#)

Mass Communication System

[Everbridge](#)

Membership Engagement

Programs

[Love My Credit Union Rewards](#)

[WINcentive](#)

[Zogo](#)

Member Growth and Retention

[Carefull](#)

[Eltropy Growth Deposit Suite](#)

[Vericast](#)

Office Solutions

[American Solutions for Business \(Envelopes\)](#)

Overdraft Program Solutions

[ADVANTAGE powered by JMFA](#)

Vendor Contract Negotiations

[ADVANTAGE powered by JMFA](#)

Vendor Management Solutions

[Buckley Technology Solutions](#)

Wealth Management Solutions

[TruStage™ Wealth Management Solutions](#)

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.

[View this email in your browser](#)