



Marshall Community
Credit Union

MCCU Receives Crystal Performance Award

Marshall Community Credit Union has been recognized with the Crystal Performance Award from Raddon for the ninth consecutive year. The award, which was given to only twenty-one high performing credit unions nationwide, recognizes MCCU for achieving a top ranking for growth, income, efficiency and margin management. More than 500 credit unions were evaluated based on their performance and MCCU is one of three Michigan credit unions to receive this honor.

The Crystal Performance Awards recognize substance. The high-performing credit unions that receive the award all show a great deal of determination, often over the course of many years, to utilize insights to affect direct, impactful action at their institutions. Their growth and data-oriented collaboration with other credit unions are an example of the best of the credit union movement.

Raddon's Performance Analytics program is unique in that it provides an in-depth assessment of an institution's key performance measurements along with an opportunity to benchmark against peer data. They provide insights derived from the top performing credit unions in the industry, enabling credit union management to have the information they need to create data-driven strategies that focus on growth and innovation.

"We often use MCCU as a case study in our Performance Analytics workshops, because of the remarkable success they've had and their journey to becoming one of the strongest performing credit unions in the country," said Raddon manager, Marcus Rothaar. "They are proof that asset size is not a barrier to success or being able to have a significant impact on the lives of their members," he continued.

"We are honored to be among of award winners again this year and we appreciate the recognition of our team's high standards for achievement and commitment to improving the financial lives of our membership," said Heather Luciani, MCCU's CEO. "Raddon and their Performance Analytics program have been key components in the growth and success of MCCU over the last decade."

Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Marshall, Battle Creek and Coldwater. For more information on products, services or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.