

Member Proposal #2

Proposal

To form an Advisory Committee to the Board of the East Coast Credit Union composed of geographically representative members (minimum of six) to further the goals of member engagement and pride of membership as is encouraged by the Third Goal of the Strategic Plan.

Statement of the Intent of the Proposal

The intent of the Proposal is to provide the membership with a vehicle by which they can directly provide advice to the Board. An Advisory Committee could solicit/receive input from members and suggest to the Board ways and means of dealing with concerns or issues which the membership wishes to have addressed. As well, an Advisory Committee could assist the Board in the implementation of our Strategic Plan. A part of the Strategic Plan's Third Goal is to foster member engagement and pride of membership. A committee to advise the Board on matters and issues raised by the members would be of exceptional value to members as it would enable greater engagement and thus enhance pride in membership.

Statement in Support of Proposal

When I first joined the Bergengren Credit Union it was a stand alone co-op enterprise. Today it is one of 19 branches of the East Coast Credit Union. There may be many benefits to growth and one wishes that the amalgamation will be a great success. However, there is, and has been, a sense of loss expressed by some members who feel that their Credit Union is developing into less of a co-op venture and becoming more like a regular bank. A disaffected membership is anathema to a successful co-op. Our Strategic Plan (Goal #3) calls for engagement and pride in membership. I believe that this proposal will assist in fostering member engagement and promote pride in membership. A geographically representative advisory committee to the Board (at least three members from Cape Breton and three from the mainland) would allow members to have input and a means to express their needs or wants. This is not a new idea. In earlier days the Bergengren had just such an advisory committee composed of members, usually of long standing, who carried the history of the Credit Union and provided the Board with welcomed advice.

*Maurice Smith
10 Tigo Park
Antigonish, N.S. B2G 1M9*