



**STRENGTHENING LOCAL ECONOMIES THROUGH WORKFORCE PARTNERSHIPS**



**DuGood Credit Union**



## Our Speakers



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President / CEO  
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## About DuGood Credit Union

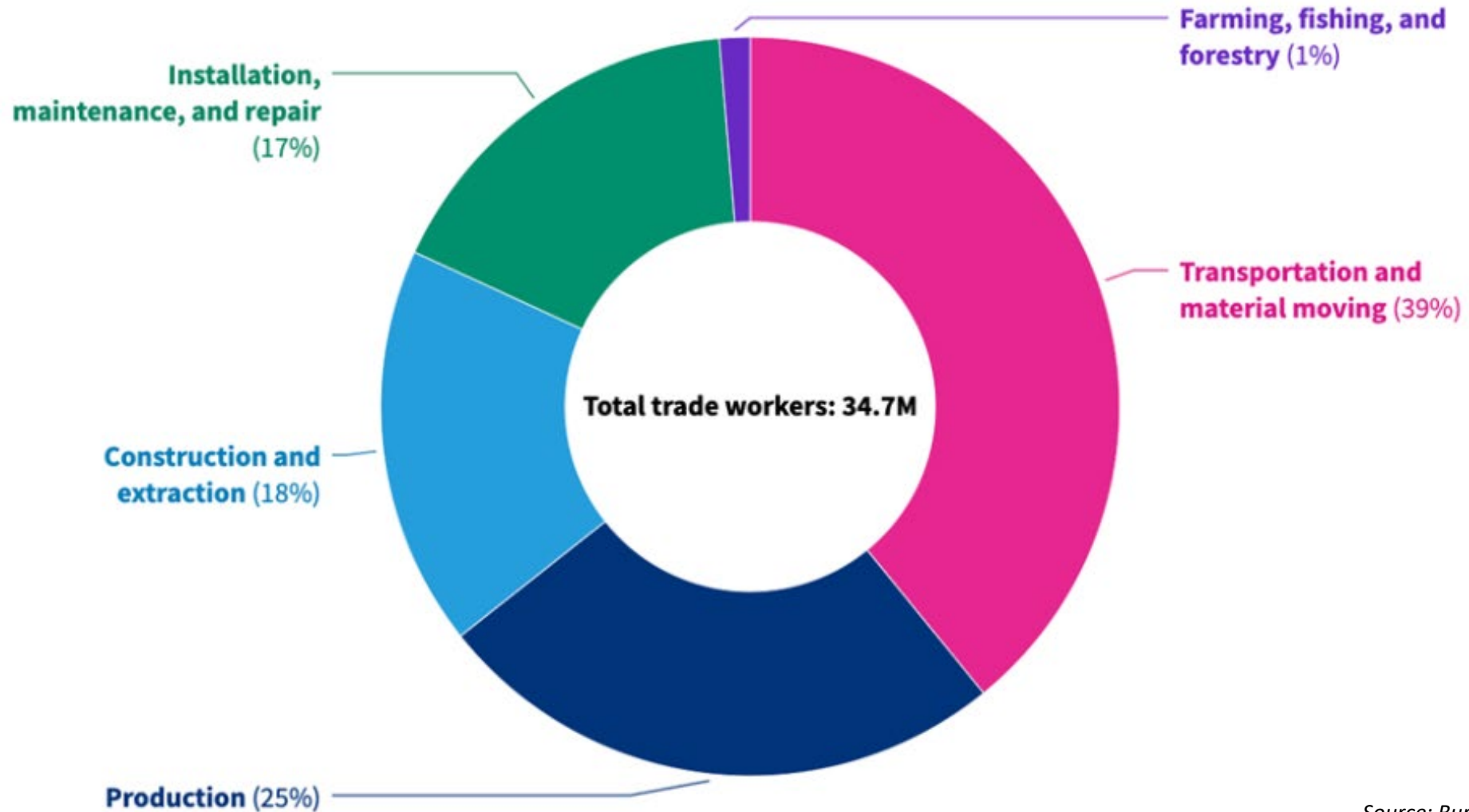
- Located in Beaumont, TX
- Approx. \$594M in assets
- Over 37,000 members
- 143 FTEs
- 13 branches



## The Challenge/Opportunity

- As college enrollment declines and student debt rises, communities are rethinking what it means to prepare the next generation for success.
- Technical training offers a powerful alternative — one that equips students with in-demand skills and connects them to well-paying jobs in industries that are vital to local economies.
- Some of the world's largest crude oil-to-gasoline refineries are located in Southeast Texas, between Houston and Baton Rouge, right where our credit union is located.
- Our refineries and industries rely on Lamar Institute of Technology (LIT) to train the workforce here. It's a vital part of our region, and we want to contribute to their student's success.

# A Growing Need for Tradespeople



Source: Bureau of Labor Statistics

## The Solution – A High-Tech Branch for High Tech Students

- We opened a **credit union branch** on the **Lamar Institute of Technology (LIT) campus** to help *tomorrow's tradespeople graduate on the right financial foot.*
- Our new location, which opened in October 2025, combines **exclusive products and services, financial education, and philanthropy** to empower *student success and financial confidence in Southeast Texas.*
- The partnership, formally announced in July 2025, **had been in the works for more than a year.**
- It's a long-term investment aimed at **supporting the regional economy by empowering financial success among LIT graduates.**



## Building a Strong Partnership

- Conversations began when a DuGood member involved with the LIT Foundation introduced us to LIT's president, Dr. Sidney Valentine. We immediately clicked and began discussing ways a credit union like DuGood and university like LIT could work together.
- LIT conducted a competitive bidding process and reviewed multiple proposals for an on-campus branch, ultimately choosing DuGood as it's partner. The RFP process allowed us to refine our strategy and identify the best way to serve LIT.



## Products and Services Designed with Students in Mind

- We didn't want to simply establish a campus presence. We wanted to offer products and services that would make an impact.
- LIT "Power On" Career Loan
- LIT Student Checking Account
- Custom LIT Debit Card with Scholarship Rewards
- Enrich Financial Education Platform
- In Person Financial Wellness Seminars
- Exclusive Scholarship Opportunities





## LIT “Power On” Career Loan

- The newest and most exclusive product we created for this partnership was our LIT “*Power On*” Career Loan.
- We designed these 0% interest loans to help LIT graduates or soon-to-be graduates purchase essential career-related items such as tools, uniforms, technology, or certifications. Our loan provides up to \$1,500 to eligible borrowers, requiring no minimum credit score, and offering a 12-month repayment term.
- We created this loan to ensure students have everything they need to be as successful as possible on day one of their career. It’s a service we are well-positioned to offer, and we’re happy to do it.



*Our LIT Student Checking Account features fee-free services, no minimum balance or transaction requirements, and Scholarship Reward Points, a cash back-style perk that account holders earn with every signature-based purchase that can be redeemed for college expenses.*

## Financial Education as a Long-Term Investment

- **Enrich** — is an industry leading financial wellness platform used by colleges and universities across the nation. We provide this platform at no cost to LIT students and staff. Those that enroll in Enrich have access to personalized, interactive financial education based on their goals and money habits.
- When you enroll in Enrich, the platform prompts you to complete a financial wellness checkup that it uses to **create a customized plan for your individual needs**. Topics in the platform include *budgeting, managing credit, student loan repayment, and more*.
- In addition to virtual financial education, our team plans to provide in person seminars geared towards the needs of LIT students. Our first in person seminar will focus on being career ready and learning how to evaluate total compensation.

## Maximizing Impact

- With the opening of our campus branch, we launched a \$10,000 annual scholarship fund exclusively for LIT students. Every fall and spring semester, we will award five students \$1,000 each.
- To further promote the **Enrich Financial Wellness Platform**, we decided to tie it into our scholarship application process. We require students to:
  - *Be a DuGood member with a LIT Student Checking Account*
  - *Enroll in Enrich*
  - *Complete the Financial Wellness Checkup*
  - *Complete (3) Specific Courses*
- Empowering students through financial education is truly at the center of our mission for our LIT campus branch.



# The New Branch





## Results to Date

- Grand Opening Accounts Opened: 59
- Accounts Opened Since Opening: 89
- Total Users Enrolled in Enrich: 103
- LIT “Power On” Career Loans - Pending





## Best Practices & Future Plans

- Our mission is to do good and give back. The best way we can do that is by providing **high-quality financial education coupled with high-quality, low-cost financial services.**
- DuGood's investment in LIT is more than a branch opening; it's a blueprint for **how credit unions can support workforce development and economic inclusion.**
- **For cooperatives serving regions with large populations of non-degree holders,** *this model offers a compelling opportunity* to meet members where they are and help them go further.

# Q&A Discussion Period

# THANK YOU FOR WATCHING



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