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## **Spurred by New Benefits, CUES Membership Doubles Since 2018**

MADISON, Wis.— More than 29,000 credit union professionals are now CUES members, double the number of members the talent development leader had when it rolled out its updated membership tiers and benefits in 2018.

“There has never been a better time to have access to CUES Membership benefits,” said Jimese Harkley, CUES’ VP/Membership. “The benefits provide credit union professionals, from the entire staff and board, access to leadership development tools from their office or home.”

Harkley cites new benefits and the value they bring as contributing to the membership increase, including [Harvard ManageMentor](#)<sup>®</sup>, added in 2020. This powerful benefit offers on-demand learning, videos, and tools from Harvard University faculty, trusted experts, and next-generation emerging leaders on more than 40 essential business topics, and is a benefit for Unlimited and Unlimited+ members.

“The investment in premium platforms like Harvard ManageMentor and [CUES Learning Portal](#) over the past two years displays our commitment to offering valuable resources to current and future leaders,” said Harkley. “HR and board development professionals find our courses easy to access and assign across the organization. Our members can scale up their soft skills if they are intentional about identifying the right resources to complement their development journey.”

Leadership development and human resource leaders can learn more about ways CUES Membership can help them by attending the webinar, [How Visions FCU Integrated CUES Membership Benefits Into Their Learning Culture](#), happening February 11 at 2:00 p.m. CST. Derek Matts, MBA, Organizational Development Manager for Visions Federal Credit Union, will discuss how they rolled out the benefits during the pandemic and the plans they have for CUES in the future. Attendees will learn how to build an action plan to expand usage of CUES Membership benefits within their organization.

Learn more about CUES Membership at [cues.org/membership](http://cues.org/membership); learn more about CUES at [cues.org](http://cues.org).

[CUES](#) is the leading Talent Development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 29,000 members and growing, we measure success one leader at a time.

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