

FOR IMMEDIATE RELEASE

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Contact:

Mike Miller
Communications Manager
850-558-1176
mike.miller@lscu.coop



SECUF and VyStar Credit Union Join Forces to Revolutionize Credit Union Member Services

TALLAHASSEE, FL – The Southeastern Credit Union Foundation (SECUF), the charitable arm of The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates), is thrilled to announce another credit union collaboration that is set to revolutionize credit union member services. SECUF is joining forces with VyStar Credit Union in Jacksonville, Florida to expand the highly successful Community Spark Program.

The Community Spark Program, spearheaded by SECUF, introduces the Credit Union Member Services Specialists Training Program—a revolutionary online course that is completely tuition-free. This comprehensive six-week program equips students with an in-depth understanding of credit unions, call centers, account management, and online banking. But that's not all—program participants will also embark on a six-week internship phase, gaining invaluable hands-on experience and further refining their skills. These internships are hosted by our esteemed partner credit unions.

Brian Wolfburg, President/CEO of VyStar Credit Union expressed his excitement about the partnership, stating, "VyStar Credit Union is truly honored to be part of SECUF's Community Spark Program. Its mission perfectly aligns with our purpose of improving the lives of our members, our employees, and the places we call home. We eagerly look forward to welcoming new talented team members and showcasing our incredible work here at VyStar as we serve our valued members."

SECUF extends its heartfelt gratitude to its esteemed Advisory Council members who have played a pivotal role in shaping and guiding the Community Spark Program. The Florida Advisory Council comprises influential leaders such as Allie Braswell from VyStar Credit Union, Mary McDonald from Suncoast Credit Union, and Hollie Maddox from Envision Credit Union.

"We are overwhelmed by the unwavering support and strong partnerships from Florida credit unions in expanding the Community Spark Program," remarked Samantha Beeler, President of LSCU. "As you can see from the long list of credit unions involved in this program, this is truly a collaborative effort of Florida credit unions as they pave the way for unprecedented career opportunities for individuals in our state."

The Florida Community Spark Program is committed to promoting diversity and equity within the credit union industry. By providing training to unemployed and underemployed individuals, the program aims to cultivate the necessary skills for successful careers in credit unions while actively breaking down employment barriers through intentional recruitment and establishing robust support structures.

This groundbreaking partnership between SECUF and VyStar Credit Union is set to reshape the credit union member services landscape, creating a bright future for individuals seeking rewarding careers in the industry.

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ABOUT THE SOUTHEASTERN CREDIT UNION FOUNDATION

The Southeastern Credit Union Foundation is a nonprofit organization dedicated to the progressive professional development of credit union staff and volunteers, financial capability programs for all age groups, and the creation of valuable resources for our member credit unions and the communities they serve. The SECUF mission is to support economic growth by promoting financial wellness, sparking collaborative community initiatives, and providing disaster preparedness and relief to credit unions.

ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents 301 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$177 billion in assets and more than 11.8 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.lscu.coop. Follow LSCU on [Facebook](#), [LinkedIn](#), and [Twitter](#).

ABOUT VYSTAR CREDIT UNION

VyStar Credit Union is the second-largest credit union headquartered in Florida and now serves more than 900,000 members with assets of over \$13.5 billion. VyStar is the largest mortgage lender in Northeast Florida and a major employer in the region with over 2,000 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, and past and present military members and their families all over the world. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).