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CommunityAmerica to Open University of Kansas Branch *On-Campus Location First in the Lawrence Market with a Young Adult Focus*

Lenexa, Kan. (8/17/2020) – CommunityAmerica’s leadership today announced they’ve signed an agreement to open a branch on the University of Kansas (KU) campus, located in the KU Memorial Union. The new location is the Credit Union’s first in the Lawrence market with a focus on attracting college students to the organization’s broader mission.

The KU branch is part of CommunityAmerica’s young adult focus, as the Credit Union continues to grow engagement efforts with Gen Z in a big way. “Through our College and Career Planning Program and virtual summer internship, we have amassed significant research on Gen Z and how their preferences differ from their Millennial predecessors,” said Anita Newton, Chief Innovation Officer. “While many financial institutions attempt to target them topically, very few are engaging with relevant content that connects, and even fewer are doing so through tailored mobile, video and social channels.”

CommunityAmerica’s mobile approach will lead with a new Instagram handle called @Lifeskillsku, featuring ongoing tips on establishing “life hacks.” This will be advice on things like how to find the best pizza in town and dorm life, presented in short digestible content. There will also be a [landing page](#) and mobile site dedicated to helping college students establish their first banking relationship with tips on how to budget, save and establish credit. There’s also a \$25 incentive to become a member, which is ideal for that demographic. “We have found this age group responds strongly to incentives, especially when they are living on a budget.” Newton said.

Mobile is just one of CommunityAmerica’s forthcoming efforts focused on college students. In addition to the branch opening and social launch, CommunityAmerica is pursuing campus partnership to establish brand awareness and engagement. Initially this will include brand visibility on the campus ‘Beak ‘Em Bucks,’ sidewalk chalk art welcoming students back, and other fun ways to connect with students during the “new normal” of campus life. “We know this isn’t the standard start to the school year, but it will allow us to test what’s resonating most with students. We want to meet young adults where they are online, but also have a compelling presence on campus. We hope to truly integrate into campus life, and in fact, we’re working on employment opportunities with several students attending school this fall. We want to prioritize long-term relationships, and that means an immersive local experience that we’re excited to bring,” Newton said.

The CommunityAmerica KU branch and campus ATMs will open in September with safety precautions in place. “While some financial institutions are closing locations, we continue to see value and engagement at our branch locations,” said Rick Schier, Chief Member Officer. All students, faculty and alumni are eligible and welcome to become members. Following its opening, CommunityAmerica will offer ‘financial basics’ webinars, lunch and learns, and will be available to assist with financial needs. “We are driven by our mission to help our members achieve financial peace of mind at every life phase, and this is arguably one of the most important.”

About CommunityAmerica Credit Union

CommunityAmerica Credit Union is a full-service financial institution with more than 250,000 member-owners nationwide. As of January 2020, CommunityAmerica had more than \$3 billion in assets, ranking it among the nation's 100 largest credit unions. Based on deposits, CommunityAmerica is among the top 10 Kansas City-based financial institutions. There are 28 CommunityAmerica branches in Kansas City, and one in St. Louis.

CommunityAmerica provides a full suite of financial products, including checking, savings, mortgages and a variety of loan products to meet consumer and business needs. As a not-for-profit financial institution, CommunityAmerica offers highly competitive rates on deposits, loans, and fewer, lower or no fees at all. Other convenient products and services include Sunday hours, a network of more than 30,000 ATMs, 24-hour online, mobile banking, credit cards and insurance. For more information, visit www.communityamerica.com.

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