

# Transcript Susan Mitchell Controversial Governance Conversations

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By Sue Mitchell

**Sue Mitchell** 00:00

Hi. I'm Sue Mitchell, CEO of Mitchell Stankovic and Associates. And I've been asked to talk about board governance and looking to the future. Because as we move forward, we have to represent and be representative of our membership.

**Sue Mitchell** 00:34

So for those of you from a board governance standpoint, that are thinking forward, and looking to what are the issues in the next two to three years beyond the traditional? And are there going to be some decisions that you're faced with that go beyond the norm? I'd like to look at that for a moment and expose you to what I'm hearing in the industry.

**Sue Mitchell** 01:00

As founder of the Underground Collision, we talk about topics that are off stage, but that they may have implications on the future of the credit union industry. So controversial topics, such as cannabis banking. Not so controversial today, because it's happening everywhere. But some credit unions are still following the federal guidelines. It's against the law. But we're moving forward because on a state-by-state level, we have protection.

**Sue Mitchell** 01:41

So what does that mean to an underserved market? Have you thought about that? Have you had the dilemma, the authentic conversation around that subject?

**Sue Mitchell** 01:52

How about the topic of human and artificial intelligence? Intersectionality? How's that going to look going forward? Are we going to be offering services in an AI-responsive fashion? And who's building those systems? Bias is built in based upon experience. So programmers of all kinds will be in a position to literally make a difference on who receives an offer for a loan or who is denied Think about that. Is that a question that you asked your business partners?

**Sue Mitchell** 02:35

How about those transactions that are coming through today? Unfortunately, we live in somewhat of a scary time. Scary from a generational standpoint, because we're dealing with violence at record levels. Scary from a mental health perspective, because we're dealing with the pressures of life, an epidemic

of drug abuse, literally, sports gambling. Let's look at the things that are coming across our desks, transactions that you know, may be preceding a mental addiction. What's our role in that?

**Sue Mitchell 03:25**

As credit unions look to the future, we're based upon the founding purpose of people helping people. That value system aligns with the cooperative movement. But as we're tested, and as our members go through potential harm, what is their responsibility? I want you to think about that, because some people will say, "Sue, that's a social issue. That's not a financial services issue." And I would respond by saying, "there's an integration today between consumer behavior, consumer sharing through social media, and the impact that it has on our financial institution. And as we convert more and more and work on a transaction level, which we know is happening, losing market share, and we need to be able to compete, so what differentiates us from a transactor?"

**Sue Mitchell 04:34**

As a governance advisor, I'd like everyone to step away for a moment and think about the integration of your social, your community, your member and your credit union. What are the implications? How are we going to need to respond? What policies need to be written if we put together our employee resource groups, and we start to identify groups and tribes within our own organization with our allies with them. So we look at the LGBTQ+ community and that has a reaction in the marketplace. What's our response? What are our guidelines? What's the board's role in ensuring that we can serve all members in the same way?

**Sue Mitchell 05:32**

I'd like you to think about what lies ahead. And there are questions ahead that aren't easy. And it takes a bunch of character, a bunch of deep soul-searching for you to take a look at that and decide what the boundaries are. What's your position? On one hand, that doing good business, right, is also about doing the right thing.

**Sue Mitchell 05:59**

And now more than ever, social media will communicate authentic voices. What lies ahead in the remainder of this particular decade, and what happens to our credit union industry may just lie in this balance of what you do next as a board.

**Sue Mitchell 06:25**

So dig deep, look for diversity of thought, have conversations on tough subjects, even if they're controversial, and determine a path forward because our North Star remains, people helping people.