

May We Help?

This quarterly newsletter is meant to help familiarize you with the services offered by the Central 1 Information Centre. The centre is located in Central 1's Vancouver office, and provides services for the staff and directors of Central 1 Credit Union and the affiliated credit unions in British Columbia and Ontario.

We hope you like the new look for *Check It Out!* The great team in Central 1's Marketing & Creative Services department designed it. To learn more about the wide array of services they offer, please visit their website at

www.cumarketingandresearch.com

This issue focuses on two online resources that you might want to investigate further –

- the **Filene Research Institute** which produces studies specifically for and about credit unions, and
- **TED online conferences**, presenting cutting edge thought and commentary on important issues of the day.

Happy reading and researching!

Filene Research and you...

Earlier this year, Credit Union Central of Canada and **The Filene Research Institute** established a new partnership, building on their long-standing relationship. The partnership provides many benefits for Canadian credit unions, as the two organizations work together and share costs of projects that are relevant to North American credit unions.

All Canadian credit unions affiliated with Canadian Central can now have access to Filene's deep research library and innovation projects. For details and registration information, visit <http://filene.org/home/cucc>.

Hundreds of research reports are accessible on the Filene website in the [Research/Publications](#) section. This online resource is searchable by keyword, title, author or date, as well as research categories, such as Human Resource issues, Innovation, Risk Management, Mergers, and many more.

New reports on a wide variety of topics of interest to credit unions are released on a regular basis, so be sure to check back often. For example, some reports produced in 2011 include:

- *Innovation in the Payments System* -- This research brief examines the broad issues impacting the future of payments and the direction innovation is likely to take.
- *Measure – a guide to ROI for Innovation* -- How do you measure innovation performance and increase the confidence of credit union leaders making investments?
- *The State of Social Media in Credit Unions* – The opportunities and challenges involved in using social media are outlined in this report, which is the front end of a year-long longitudinal study

Other aspects of the new Filene/Canadian Central partnership include:

- ✓ Publication of four joint-research projects of mutual interest per year.
- ✓ The two organizations will host joint academic gatherings, and a Canadian member will be appointed to the distinguished Filene Research Fellows panel.
- ✓ The Canadian credit union system will continue to participate on Filene's Research Council as well as it's i3 – ideas, innovation and implementation – team.
- ✓ Staging of at least one joint conference presenting research findings and invitations to other Filene events.

Enjoy exploring and using this new resource available to staff and directors at all affiliated Canadian credit unions.



TED – Ideas worth spreading

Have you heard about TED? TED is a non-profit devoted to the concept of facilitating the wide distribution of “ideas worth spreading” in a variety of online formats. Its aims are to provide a platform for the world’s smartest thinkers, greatest visionaries and most-inspiring teachers, so that millions can gain a better understanding of the biggest issues impacting the world and its people today, in hopes of helping create a better future. Core to this is the conviction that there is no greater force for changing the world than a powerful idea.

Started in 1984, “TED” conferences brought together people from three areas of interest – **Technology, Entertainment and Design** -- to offer talks on cutting-edge thought in their fields. In the intervening years, the scope has become much broader. Annual TED conferences continue in various locations around the world and there is also now a TED Prize, which is designed to leverage the TED Community’s exceptional array of talent and resources. The prize is awarded annually to an exceptional individual who receives \$100,000 and the granting of “One Wish to the World”, which is unveiled at an award ceremony held during the TED Conference.

Since 2006, many of the talks presented at the TED conferences are made available on the TED website in the **TEDTalks** section at <http://www.ted.com/talks>.

The range of ideas presented has grown to include a wide spectrum from many fields, with almost 1,000 TEDtalks currently available online. The talks are filmed using multi-cameras in HD, with extensive post-production to ensure that each speaker and idea is presented at their best. The online videos are up to 18 minutes long and are released under a Creative Commons license, so they can be freely shared and reposted.

As of June 2011, TEDTalks have been viewed over 500 million times, so the ideas showcased definitely are spreading. To mark the 5th year of the online talks a listing of the [most viewed 20 TEDTalks](#) so far has been released.

Many business-related topics are addressed in TEDTalks, such as:

[Daniel Pink on Motivation](#)

[Dan Ariely on Decision Making](#)

[David Logan on Leadership](#)

[Seth Godin on Change and Innovation](#)

Use the online search function to look for ideas of particular interest to you, and start spreading the word!

Contact us

The Corporate Information Centre is here to assist you. Here’s how you can reach us...

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For further information about our services, visit the About Us section of the Information Centre website.