



FOR IMMEDIATE RELEASE
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LAFCU targets financial literacy with new leadership post

Credit union veteran Shelia Scott named to lead initiatives that strengthen communities



Sheila Scott

LANSING, Mich. — In ramping up its financial literacy education efforts, LAFCU has named Shelia Scott to the new position of community financial education & business development officer.

Scott will grow the number of pre-K-12 schools participating in the credit union’s financial literacy programs and expand the impact of LAFCU’s adult financial wellness programs. She will also work with businesses and community organizations to bring credit union advantages to employees and members.

“Shelia brings more than 32 years of credit union experience to this new position and will use her expertise to advance LAFCU’s existing financial literacy and business development programs,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer. “These initiatives are important to LAFCU as a financial cooperative because they help strengthen the communities we serve. They provide an understanding of sound financial management and access to affordable, financial tools, which are key to lifelong success.”

Working at an area credit union since 1985, Scott garnered experience as a loan officer, senior credit card specialist and assistant branch sales manager, and, for the past 10 years, served as a consumer lending underwriter. She also assisted with financial literacy initiatives.

Scott said, “I am passionate about financial education and enthused about building partnerships between LAFCU and the schools, organizations and businesses in the communities we serve.”

LAFCU’s financial literacy education for pre-K-12 students includes:

- Classroom programming.
- Student-assisted portable branches operating in school buildings.
- High school financial reality fairs.

The credit union’s adult financial wellness programs include:

- LAFCU Serves –an initiative for those who are unbanked or underbanked.

- Public educational workshops.

Scott earned a master's degree in human resources administration at Central Michigan University, Mount Pleasant, a bachelor's degree in management at Northwood University, Midland, and an associate degree in general studies at Lansing Community College, Lansing. She is a member of Mt. Zion All Nations Bible Church, DeWitt.

Schools interested in LAFCU financial literacy programs and businesses and organizations interested in offering credit union benefits to their employees/members can contact Scott at 517.622.6552 or SScott@LAFCU.com.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 65,000 members and holds nearly \$750 million in assets. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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