

1. If you were the marketing director for First Alliance Credit Union, how would you communicate the credit union's mission and core values of "People Helping People" and "Not for Profit, Not for Charity, but for Service?"

I would communicate the mission and core values first by surveying our current members to see what they like about us, and also what they think could be improved. I would follow some of the suggestions to give our members what they like. I would offer our members things that they aren't going to find everywhere else, like a Customer Appreciation Evening. It would include free snacks, balloons for the kids, and door prizes. Along with it, there would be available a no-obligation visit with one of our representatives to see how we can help individuals. There wouldn't be any pressure to visit with an employee, but if you choose to, we could answer questions about lowering your interest rate on your mortgage, or what the interest rate would be if you bought a new car, or what is the best way to save for your child's college education. This would show that we really care about our members as individuals.

Another way that I would communicate the mission and core values is by listing in our advertising the things we have done to help our community. If there wasn't an impressive list, I would talk with managers and let them know that this is something we need to work on. I would encourage each employee to get involved in a community service and we would include pictures of them doing these activities in our advertising. We could use the headline, "People Helping People" in the pictures. Or make a commercial of the ways we are helping our community. If we become involved in things that are important to our members, it shows that we care about them and their lives.

The best way to communicate, "Not for Profit, Not for Charity, but for Service" is to show it in everyday behaviors. I would communicate to our employees that the customer is #1. One grumpy cashier can turn a person off and we don't want unhappy customers. We want them to know that we are there to serve them and are willing to help however we can.

2. What are your career goals and how do you plan to achieve them?

My plans for the future are to go to a four year college after I graduate from high school. I have decided that I want to attend Gustavus Adolphus College. When I entered into my college search, I knew I wanted to go to a private college, and Gustavus gave me a very welcoming feeling. As soon as I walked on the campus, I knew I wanted to spend my next four years at Gustavus Adolphus College.

I plan to major in Pre-Med at Gustavus Adolphus College. I chose Pre-Med as my major because the medical field has always fascinated me. After I am done with my major in Pre-Med, I want to go to Medical School to eventually find a career with Genetics. I chose to do something with Genetics because the possibilities are endless. I could work on a cure for cancer or do genetic counseling. I feel that this is a good field to study because learning about our genes is something that there will always be a need for. I believe I will experience a sense of accomplishment when I am helping others. I am going to also minor in Spanish. I had a great Spanish teacher, and she really taught me to love the language. I think it will be beneficial for me to learn another language, and it will assist me in finding a job after college.
