

Our members' lifelong financial partner



Member Success

Advice Strategy

- We will build on our strong member relationships by creating a SASCU financial coach program.
- We will deliver personalized experiences that focus on our members' long term financial health.

Growth Strategy

- We will drive our personal banking, commercial, wealth and insurance operations to deliver a seamless, impactful member experience.
- We will position ourselves to act on appropriate opportunities to expand any of our business operations, whether it be physically or digitally.



Digital Development

Member Digital Experience

- We will deliver secure, easy, and reliable tools to simplify our members' experiences.
- We will partner with industry leaders to deliver innovative digital options that attract youth.

Employee Digital Experience

- We will automate routine tasks to allow staff more time to focus on higher-value work.
- We will become a go-to place for other credit unions to get advice on digital processes and workplace automation.



Our Communities

Building Healthy Community

- We will build greater connections with our Indigenous neighbours, new Canadians, and community leaders.
- We will develop products and services that focus on the underserved and that support the environment.

People & Culture

- We will adopt new approaches to expand our recruitment outreach, building a diverse workforce who have strong development and career advancement opportunities.
- We will foster a positive, engaged and productive culture, ensuring our people have the skills and confidence needed to thrive in our changing environment.