

Call for Nominations

East Coast Credit Union Board of Directors



2025 East Coast Credit Union Board of Directors Nomination Package

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Board of Directors Nomination Package



East Coast
CREDIT UNION

Dear Prospective Board Candidate,

East Coast Credit Union is actively seeking expressions of interest from its members who wish to participate as directors. East Coast Credit Union is a B Corp Certified full-service financial institution with 20 branch locations (including our Virtual Branch), over 46,000 members and approximately \$1.5 billion in assets. We operate with the best interests of our members, community and environment in mind. You could play an integral role in shaping the future direction of this innovative, trustworthy, and community-centered organization. Visit our website to find out more: www.eastcoastcu.ca.

There are currently four three-year terms and one two-year term up for election in 2025. In order to apply, you must complete the attached package by close of business day on February 28, 2025 and forward it to nominations@creditunion.ca or drop your package off at your local branch.

Every year, the Board reviews the existing collective skills, attributes, and experience of its Directors to identify gaps or priorities, as informed by East Coast Credit Union's strategic vision, ESG Framework, and business needs. This exercise is essential to ensure an optimal board governance structure is in place to effectively guide the organization and protect the interests of Members.

A list of desired attributes and experience for Directors has been defined by the Nominations Committee, including those of particular focus for this election. Nominees will be assessed against these criteria. After the screening process has been completed, the Nominations Committee will recommend up to five candidates to the Board to form a recommended slate, who, in its opinion:

- Best meet the eligibility requirements under the Credit Union Act and Charter Bylaws of East Coast Credit Union;
- Demonstrate experience in specific areas that will complement and strengthen the existing Board; and

- Possess attributes and experience that are consistent with the values of East Coast Credit Union and provide the Board with the capacity to achieve its vision and protect the interests of Members and communities.

The Board will review and approve all qualified candidates for inclusion in the Director election. Additionally, the Board will recommend up to five candidates who most closely align with the Board's desired skill sets. Members may vote for any five nominees of their choosing.

Please refer to the "Desired Skill Sets/Competencies" section of this package for more information.

Thank you for your interest in seeking nomination for our Board of Directors.

The Nominations Committee:

Julie Marchand: juliemarchand212@gmail.com

Mary Oxner: mmoxner@stfx.ca

Anne Sears: annemac258@hotmail.com

Maurice Smith (Chair): mgsmith@ns.sympatico.ca

IMPORTANT INFORMATION FOR BOARD CANDIDATES

2025 Election Calendar

Call for Nominations for the Position of Director	January 31 st , 2025
Close of Nominations; Deadline to submit the Nominations Package	Close of business day February 28 th , 2025
Nominations Committee approves nominees	March 7 th , 2025
The list of candidates is posted on East Coast Credit Union's website and in the branches. This includes each candidate's photograph and profile.	March 20 th , 2025
Notice of Meeting (AGM) is issued	March 20 th , 2025
Online and electronic in-branch voting begins	March 21 st , 2025
Online and electronic in-branch voting ends	April 11 th , 2025
Annual General Meeting, Best Western Bridgewater (Candidates should ensure they are available to attend)	April 16 th , 2025

Director Eligibility

A citizen of Canada who is eighteen years of age, a member of the credit union and satisfies the requirements set out in the Credit Union Act, the Charter Bylaws of East Coast Credit Union, and the Board of Directors Policy 11000 may be eligible to hold the position of director except:

- An undischarged bankrupt,
 - A current employee of the credit union, or anyone who, in the past two years, has been an employee of the credit union, Atlantic Central or the Credit Union Deposit Insurance Corporation,
 - The auditor or a partner of the auditor's firm of the credit union,
 - The solicitor or a partner of the solicitor's firm of the credit union,
 - A civil servant whose official duties are concerned with the credit union,
 - A member who is in arrears for more than 90 days under a debt obligation to a credit union,
 - A person who is in breach of any policy of the credit union,
 - A person reoffering for further terms, after having served on the Board for a total of three years or more, but who has not completed the director training requirements as set out in the Credit Union Act 82(3), and has not submitted in writing a commitment and plan as to how they will complete the training in the following twelve months,
 - A person who fails to attend three consecutive Board meetings, without cause satisfactory to the other members of the Board of Directors or fails to attend at least (50%) of regular meetings including the Annual General Meeting and Strategic Planning Session,
 - A non-individual shall not be a Director of the credit union,
 - A person who has an immediate family member who is currently serving on the Board, unless the director currently serving on the Board agrees to step down,
 - A person who has an immediate family member who works for East Coast Credit Union, including spouse, common-law partner, parent, child, sibling, mother or father-in-law, son or daughter-in-law, brother or sister-in-law, and anyone in a relationship with any of the above who shares the individual's home.
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Desired Skill Sets/Competencies:

- Our Board of Directors welcomes diversity represented by individuals who demonstrate the experience, expertise, and perspective that is aligned with our purpose, vision and values. **For 2025, the recommended competencies considered for a potential Board candidate include:**
 - Environmental Experience – knowledge of sustainable finance and ESG principles, experience with climate risk assessment and mitigation, familiarity with environmental sustainability strategies
 - Technology/AI Experience – understanding of cybersecurity and data privacy risks, insights into digital transformation and innovation, knowledge of AI compliance and risk management, experience in leveraging AI for Board-level insights and efficiency
 - Diverse Backgrounds and Lived Experiences – brings unique perspectives shaped by varying professional expertise, cultural heritage, socio-economic upbringing, and personal experiences, and has a desire to enhance decision-making by fostering inclusivity, innovation and a deeper understanding of stakeholder needs, ensuring well-rounded governance that reflects the community that we serve.
- Directors must have the ability to access and use various software programs, and to communicate electronically, in order to access meeting material housed on a Board portal, to participate in electronic meetings and email communications.

Duties of a Director / Powers and Duties of the Board

Subject to the Credit Union Act, the Regulations, and the credit union's Charter Bylaws, the Board of Directors shall be responsible for the general management of the affairs of the credit union and, without limitation, shall:

- Authorize termination of membership and establish the form and manner in which all applications for membership or associate status are accepted. The Board may delegate to the President & CEO the authority to approve applications for membership or associate status.
 - Establish the manner in which interest rates on loans and deposits are determined.
 - Declare such dividends and patronage refunds as the Charter Bylaws authorize.
 - Appoint a Credit Committee, an Audit Committee, and any other committees it deems necessary, and delegate appropriate levels of authority to these committees.
 - Approve a loan policy for the credit union.
 - Approve an investment policy and authorize investments on behalf of the credit union.
 - Approve all other policies deemed necessary for the effective operation of the credit union.
 - Ensure effective internal control processes are in place for the credit union.
 - Oversee the risk management program of the credit union.
 - Ensure the credit union maintains adequate insurance and bonding coverage.
 - Authorize the write-off of uncollectible loans.
 - Appoint signing authorities for the credit union.
 - Elect officers of the credit union.
 - Hire, monitor performance of, and determine compensation for the President & CEO for the credit union.
 - Appoint delegates and alternate delegates as required by Atlantic Central's Bylaws and the policies of the credit union.
 - Perform such other duties as may be required by the Credit Union Act, the Regulations, the Credit Union's Bylaws, and ensure the effective and efficient management of the credit union.
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Primary Functions of the Board

One of the primary functions of the Board of Directors is the “perpetuating” function to provide for the continuity of the credit union. The Board accomplishes this by:

- Making sure that capable management is employed,
 - Guiding management, and
 - Making certain a competent and effective Board always exists to direct the credit union’s efforts in maximizing the member experience.
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Time Commitment:

- Board Meetings:
 - Five regular Board meetings per year consisting of 2 – 3 evening hours per meeting; typically, the 4th Tuesday of the month in January, March, June, September and November. Board meetings are typically held in Antigonish, so travel may be required for some individuals, however accommodation can be made for virtual attendance.
 - Special Board meetings when applicable.
 - The annual Board Strategic Planning Session (one weekend, typically held in May).
 - The credit union’s Annual General Meeting and Re-Organizational Meeting (one evening in April).
 - Committee Meetings – Directors are encouraged to serve on a minimum of two committees, which typically meet 3 – 5 times per year for 2 – 3 hours per meeting. Meetings can be held during the day or in the evenings and are typically virtual.
 - Preparation for Board and Committee meetings as required (1 – 2 hours per meeting).
 - Mandatory director training to be completed within three years of joining the Board; training conducted in-person and/or online.
 - Email monitoring is required for any urgent Board issues.
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Obligations as a Director:

- Attend and participate in Board meetings. If a Director fails to attend three Board meetings within a 12-month period without cause satisfactory to the other members of the Board, their office shall be declared vacant.
 - Participate as Chair or a member for committees of the Board.
 - Monitor that everything the credit union does is within the law and in the best interests of its membership.
 - Comply with the required Code of Corporate Ethics and Business Conduct.
 - Do not disclose or discuss with any other party information received, written or verbal, concerning the business affairs of East Coast Credit Union or its members.
 - Assist with due diligence in assuring the affairs of the credit union are managed with honesty, integrity and good judgement to the best of your abilities.
 - As per Section 82(3) of the Credit Union Act, directors are required to complete within their first three years of holding office, a Credit Union Director Training Program as determined by Atlantic Central.
 - Each director serves as a representative for all members, regardless of geographic location, branch affiliation, or service area.
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Benefits of Becoming a Director?

- Each director receives an honorarium to acknowledge the time put forward in fulfilling their responsibilities as a Board member. There is a separate technology honorarium provided as compensation for use of a director’s personal computer, equipment such as printers, software requirements, paper and internet connection while conducting Board business. In addition to this, directors are provided with an allowance for travel, meals and accommodations while travelling on East Coast Credit Union business.

- The credit union covers the cost of completion of the Credit Union Director Achievement Program, which is a structured facilitated skills training program designed for professionals sitting on a credit union Board.
- Periodic attendance to regional and national conferences.
- Preferred rates and fees on personal banking.
- Complimentary life insurance.
- Director Liability Policy, which provides \$10 million in personal coverage on liabilities an individual may incur because of their position as director.

Campaign Guidelines

Acceptable campaign strategies:

- Standard forms of communication (ex: emails, phone calls, text messages), as well as social media.
- East Coast Credit Union will include the information provided in the Candidate Profile and the candidates photo on the East Coast Credit Union website and in all branches prior to the AGM. Candidates can garner support through these profiles. East Coast Credit Union will also arrange for the recording of candidate sound bites to be included in their profiles.

Unacceptable campaign strategies:

- Paid advertising, such as radio, newspaper ads, or other media forms of public advertising.
- Use of the East Coast Credit Union logo.
- Directly or indirectly committing the Board to a specific course of action, making campaign promises or speaking on behalf of the credit union.
- Campaigning inside East Coast Credit Union premises.

Campaign conduct:

- It is expected that all candidates will abide by these guidelines. Should there be a contravention of the stated guidelines, the candidate may be suspended.
- It is the responsibility of the Nominations Committee to monitor the campaign and act accordingly.
- The Nominations Committee has the ability to interview candidates for the purposes of verifying qualifications and to recommend a slate of candidates to the membership.
- Our directors do not represent the region that they live in or a specific branch; they represent the entire membership. As such, candidates are expected to refrain from referencing specific geographic areas in their campaigning.
- Method for Candidate Withdrawal: To withdraw from an election, a candidate whose name is to appear on the ballot must request that their name be omitted from the ballot. A withdrawal request must be submitted in writing (email is acceptable) no later than five days prior to the start of the election. The candidates name will be withdrawn from the ballot.

CANDIDATE ENDORSEMENT NOMINATION

A minimum of two sponsors are required. Sponsors must be East Coast Credit Union members. Nomination forms are due end of business day on February 28, 2025. The list of candidates will be posted on the East Coast Credit Union website on March 20. Voting will begin on March 21, 2025 and end on April 11, 2025. Election results will be announced on April 16, 2025 at the Annual General Meeting to be held at the Best Western Bridgewater.

I hereby nominate _____ for the position of Director.

I also confirm that _____ has agreed to serve, if elected.

Member's Name: _____

East Coast Credit Union Account Number: _____

Date: _____

Signature: _____

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I also confirm that _____ has agreed to serve, if elected.

Member's Name: _____

East Coast Credit Union Account Number: _____

Date: _____

Signature: _____

CANDIDATE INFORMATION SHEET

Member Information			
Full Name:	Telephone:	Account Number:	
Full Mailing Address:			
Street:	City/Town:	Province:	Postal Code:
Email:	<input type="checkbox"/> Permission to invite members to contact you (optional)		
Social Media:			
Facebook:	LinkedIn:	Other:	<input type="checkbox"/> Permission to invite members to contact you via your socials (optional)

Competencies of Benefit to Our Membership	
Please indicate by checking the boxes which competencies you feel you possess that would be of benefit to the Board and the membership of East Coast Credit Union.	
<input checked="" type="checkbox"/>	Desired Competencies/Skills
	Environmental Experience – knowledge of sustainable finance and ESG principles, climate risk assessments, and environmental sustainability strategies.
	Technology/AI Experience – understanding of cybersecurity, data and AI compliance privacy risks, insights into digital transformation and innovation, knowledge of leveraging AI for Board-level insights and efficiency
	Diverse Background and Lived Experiences – brings unique perspectives shaped by varying professional expertise, cultural heritage, socio-economic upbringing, and personal experiences, and has as desire to enhance decision-making by fostering inclusivity, innovation and a deeper understanding of stakeholder needs
	Additional Competencies/Skills
	Change Leadership – the ability to manage, lead and enable the process of change
	Communications/Public Relations – strong communication skills, including conveying key messages, collaborating with the Board and CEO on solutions, and using active listening to ensure understanding.
	Consensus Building - the ability to demonstrate a willingness to help find a clear and agreed route forward that may be acceptable to all, without prejudicing agreed principles and personal values.
	Critical Thinking - the ability to identify and assess different options to the same problem set.
	Economic Development - the knowledge and understanding of the local markets the credit union serves, the desire to retain and foster business growth in the community and enhance the economic well-being of our members.
	Financial - the demonstrated knowledge of how to interpret financial statements, budgets, identify issues that may arise and monitor corrective action to ensure financial goals and regulatory requirements are met.
	General Business Leadership - the ability to set the vision and direction for the growth and context for the success of the organization including a clear strategic direction and validating the business plans.
	Governance - the ability to develop, grow and support the democratic structure, processes and information used to oversee the management of the credit union on behalf of the membership.
	Information Technology - the ability to identify and assess technology issues through a risk and strategic lens.
	Strategic Planning - the experience and ability to think strategically, to understand the business implications of decisions made at the Board level, and to have strategic goals top-of-mind when serving on the Board.
	Additional Competencies if applicable (provide definition):

CANDIDATE INFORMATION SHEET

Please limit your written responses to the two questions below to a maximum of 300 words in total (approximately 150 words per question). This word limit will be strictly enforced, and responses will be cut at this limit.

What character traits do you currently possess that you feel would be an asset to the overall governance of the East Coast Credit Union Board of Directors?

What skills, knowledge and experiences do you bring that you believe will contribute to our Board of Directors, i.e. community involvement, board experiences, etc? Please provide your answer in point form.

Nominations Package Checklist

- Confirm that you meet the Director Eligibility requirements as indicated in this package.
- Read the Duties of a Director / Powers & Duties of the Board, Primary Functions of the Board and Campaign Guidelines.
- Obtain a minimum of two sponsors and completed the “Candidate Endorsement Nomination” sheets.
- Complete the “Candidate Information Sheet”. This sheet will be used to form your biography which will be posted in-branch and on the East Coast Credit Union website, along with your photograph, prior to the Annual General Meeting.
- Email a current photo to nominations@creditunion.ca. Photo must be a head shot displaying shoulders and above and be high-resolution.
- Submit this package to nominations@creditunion.ca or to your local branch by close of business February 28, 2025.**

Nominees will be asked to record a sound bite to be used in conjunction with their profile. This will be arranged by East Coast Credit Union.

Nominees have the option of participating in a virtual Call for Nominations Information Session with the Nominations Committee of the Board on February 12, 7:00 – 8:00 pm. Please email nominations@creditunion.ca for more information or to RSVP. You can also visit our website at www.eastcoastcu.ca for more information.

I have read and understood the above information and submit my name as a candidate for the East Coast Credit Union Board of Directors.

Name: _____

Account Number: _____

Date: _____

Signature: _____