

2025 Information Session

ICU Foundation Enhanced FiCEP /
Financial Counseling Certification Program



What is FiCEP?

- FiCEP = Financial Counseling Certification Program
- Created by America's Credit Unions (formerly CUNA)
- Provides credit union staff and volunteers with the skills and knowledge required to guide members to financial well-being
- Participants earn Certified Credit Union Financial Counselor (CCUFC) designation



Why is Financial Counseling Valuable?

With certified CU financial counselors on staff, credit unions are better able to:

- Help those experiencing financial difficulties
- Demonstrate the credit union difference
- Attract new members
- Grow product and service revenue
- Reduce delinquencies and charge-offs



Who Should Participate?

- Branch Managers
- Collections staff
- Lending staff
- Trainers
- Financial Educators
- Any staff or volunteers who are committed to helping members gain control of their financial future



FiCEP Content - Self Study Book & 8 Webinars

New
Resource
Guide
Format

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ICUF Sponsored Enhancements

- Virtual proctoring for participants for required online exam
- Access to additional training which covers role playing, mind mapping, program implementation & idea sharing
- Take-away tool kits including budget spreadsheets, spending plans, tracking methods and more
- Access to FiCEP networking community, part of National Credit Union Foundation's FinHealth Hub

Exam Prep & Test Proctoring



Exam Prep Session – recorded

Proctored Online Exams – virtual

Continuing Training & Resources



We include additional training & resources which covers role playing, empathy maps, program implementation & idea sharing; open to all CCUFCs of ICUL-affiliated CUs.

FiCEP Networking Community

The screenshot shows the FinHealth Hub website interface. At the top, there is a navigation bar with links for Home, My learning, Catalog, Resources, and Forum, along with a search bar and user profile icons. The main content area features a large blue banner with the text "Welcome to The FinHealth Hub!" and a "START HERE" button. To the right of the banner is a "CONTENT ROADMAP" section with a wavy path containing 15 numbered steps. Below the banner, there is a personalized greeting: "Hi Melanie, welcome back!". Underneath, there are tabs for "Courses" and "Learning paths", and a section for "My live sessions" showing "January 2025".

Welcome to The FinHealth Hub!
We want to ensure you know what is available to you on this platform. Take this course to learn how to navigate to all the FinHealth Hub has to offer!
[START HERE](#)

CONTENT ROADMAP

FWBFA
Financial Well-Being for All explores the strategic value of building employee and member financial well-being in the context of credit union business making and product and service delivery.

Commit
Adopting a new holistic approach to improving member financial health begins with a commitment from the top of the organization.

Assess
In order to truly improve people's financial well-being, you need to know your starting point.

Plan
First you know the demographics and financial health of your employees and members, begin to adjust your strategy to incorporate financial well-being throughout.

Act
Implement your strategy and continuously learn, test, adjust and improve.

Hi Melanie, welcome back!

[Courses](#) [Learning paths](#)

My live sessions

Learning in progress < January >
2025

Online Networking Community

Program Pace, Webinar & Test Schedule

	Accelerated (1 webinar per week)	Standard (1 webinar every other week)	Registration Deadline
Webinars	April 28 – June 23	April 28 – August 11	March 14
Tests	July 8	August 18	

Accelerated

- 1 webinar **every** week & reading corresponding chapters in book
- 2 months to complete
- April 28 – June 23
- Exam – July 8

Standard

- 1 webinar **every other** week & reading corresponding chapters in book
- 4 months to complete
- April 28 – August 11
- Exam – August 18

Educational Investment

FiCEP Self-Study (PDF) - \$484 per person

America's CUs Training Bundle* - \$0

**Credit unions who have purchased America's CUs Training Bundle have the FiCEP materials included as part of the package.*

Scholarships are available from the ICU Foundation for this program!

Frequently Asked Questions

Can I start the program on a different date?

Yes. We will work with people who want to start on an alternate date.

Is there a deadline for completing the program?

We encourage participants to complete the program during the 2025 calendar year.

My CU already has the FiCEP materials and its own program pace. Can you help us with test proctoring and other resources? How much does it cost?

YES! The Enhanced resources are available to all Illinois CUs who are participating in the FiCEP program at **no cost**. Contact Melanie.Murphy@icul.com.

What happens if I do not pass the exam on my first attempt?

Our goal in providing all the “enhancements” for the program is to help students successfully complete the exam. Students can retake the test if they do not pass on the first attempt.

Frequently Asked Questions

How long does the FiCEP certification last?

Certified Credit Union Financial Counselor (CCUFC) designees must recertify every three years to ensure knowledge about financial counseling is current.

What is required for recertification?

Exams are no longer required for recertification! Each person that wants to recertify needs to either register for the eSchool or purchase the book offered by America's Credit Unions. The eSchool and book (PDF) are part of their training bundle. As part of our "Enhancements" the ICU Foundation is able to offer the recertification book (PDF) at a discounted price of \$240 to credit unions who do not have the training bundle.

Registration Deadline

March 14, 2025



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