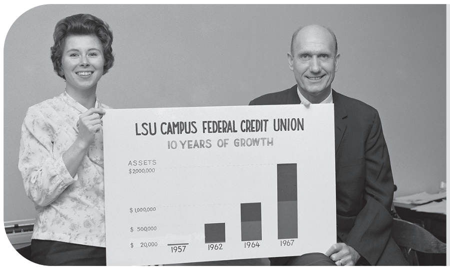
CAMPUS FEDERAL®

CAMPUS FEDERAL'S HISTORY

1934 – 2025



1930's

- ***On October 17, 1934, seven individuals from Louisiana State University founded the Baton Rouge Campus Federal Credit Union.***
- By February 1935, credit union membership grew from the original seven members to 29, with $300 in loans.
- In January 1938, the Treasurer's position on the Board of Directors was approved with a salary of $25/month. In February 1938, the first clerical help was hired with a salary of $5/month.
- ***The credit union's name was officially changed to Campus Federal Credit Union (CFCU) in March 1938.***
- With the new name came a new location. In January 1939, part of the YMCA porch was partitioned off as the first credit union office.
- By the end of April 1939, Campus Federal had $16,086.79 in outstanding loans and boasted 281 members.

1940's / 1950's

- The first major equipment purchases were made in 1941 and 1942, including a fireproof safe and an adding machine.
- Between 1942 and 1946, Campus Federal relocated to David Boyd Hall on LSU's Baton Rouge campus.
- ***In 1948, the first signs of marketing appeared when rubber stamps with the CFCU logo were purchased and used on materials distributed across campus.***
- Automobile loans were introduced in 1948.
- Marketing efforts continued throughout the 1950's with desk blotters featuring the CFCU name, distributed to all university offices.
- Payroll deduction for borrowers was instituted in 1957.

1960's

- Campus Federal moved to the Huey P. Long Field House on the LSU-BR campus.
- By 1961, membership had grown to 1,403, with 1,126 loans totaling $640,121.
- Dorothy Parker was hired as the first full-time office manager.
- ***In 1964, Campus Federal reached $1 million in assets!***
- Additional equipment was purchased to accommodate the increasing demands of Campus Federal operations.
- The first loan officer was hired during this decade to handle the growing number of loan requests.
- ***In 1967, Campus Federal experienced a 21% growth rate.***

1970's

- In 1971, Campus Federal moved to the Sugar Lab on the LSU-BR campus.
- In 1974, Arno Easterly was hired as the first Executive Director (CEO).
- A policy granting equal loan status to both men and women was established, and marketing efforts expanded with a quarterly newsletter and a purple and gold Volkswagen branded with Campus Federal messages driven around campus by the Executive Director.
- In 1974, Campus Federal became the first local credit union to offer a certificate of deposit program.
- Services expanded part-time to Shreveport, New Orleans, Eunice and Alexandria in 1974.
- ***In 1975, Campus Federal adopted an "online, real-time" data processing system.***
- A merger with Confederate Memorial Medical Center Federal Credit Union in 1976 allowed for the branch in Shreveport to become full-service.
- In 1977, Campus Federal made significant strides, including expanding services at the LSU Dental School branch, committing to study a new main office facility, and reaching $10 million in assets.
- Campus Federal pioneered interest-bearing checking accounts in 1978.
- In 1979, Campus Federal temporarily suspended loan services due to the Federal Credit Union Usury Law capping loan rates at 12%, which conflicted with deposit costs. The law was repealed later that year, allowing loan services to resume.

1980's

- The credit union found its permanent home on Nicholson Extension (now South Quad Drive) in 1980 on the LSU-BR campus.
- In 1982, membership was extended to alumni and graduate students to better serve the LSU community.
- ***In 1983, Campus Key 24, the first ATM card, was introduced in Baton Rouge and our credit card program became available through a partnership with a local financial institution.***
- In March 1985, John W. Milazzo, Jr. was hired as CEO.
- Campus Federal reached $50 million in assets in 1986.
- The New Orleans branch moved in 1988 from the Medical Education Building to the Resource Building.
- The second half of the decade saw the introduction of money orders, student loans and telephone banking.
- During the late 1980s, Home Equity Lines of Credit were introduced.

1990's

- ***In 1990, Campus Federal introduced a mortgage loan department, completing its services for members.***
- The credit union signed a 99-year lease with LSU in 1990 for property on Nicholson Extension (now South Quad Drive) to construct a new main office.
- The first faculty/staff golf tournament in Baton Rouge and Shreveport was sponsored as a public relations event.
- The VISA program was revamped and brought in-house.
- In 1991, Campus Federal added its first partner of many Select Employer Groups (SEG) by adding Petrin Corporation to its field of membership.
- ***In 1992, major renovations were completed at the main office, and Campus Federal reached $100 million in assets.***
- In 1993, the Campus Choice card was introduced, making Campus Federal the first Louisiana credit union to offer a debit card.
- In 1994, Campus Federal opened a second branch in Baton Rouge on Lee Drive offering evening and Saturday hours. That same year, Campus Federal joined the credit union CO-OP shared branching network.
- In 1995, we saw several milestones: The launch of our Teleservice Department, later renamed the Member Relations Center (MRC), the introduction of Push Button Loans, the opening of the LSU Student Union Branch, and the debut of our very first website in December.
- ***In September of 1997, Campus Federal became the first financial institution in Louisiana to offer Online Banking and Online Bill Pay.***
- In 1998, Campus Federal introduced its first self-service location at the LSU Dental School in New Orleans, featuring an ATM with an on-site employee for assistance, and the Pierremont drive-thru in Shreveport was established.

2000's

- Y2K passed without incident.
- In 2000, e-notes were introduced to notify members of overdrafts via email, and a law was passed making internet-signed contracts legally equivalent to pen-signed ones.
- ***In 2001, the Perkins Financial Center opened, housing operations, a full-service branch and 85 employees across nine departments.*** That year also saw a redesign of online banking, and the introduction of two new small business products: the Practice Loan and Executive Line of Credit.
- Campus Federal assets reached $200 million in 2001.
- ***In 2003, paperless statements (eStatements) were introduced.*** ATM and debit cards were issued from the lobbies and members could choose their own PIN, and a bridge loan was introduced.

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2000's

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- Membership expanded to underserved areas in Baton Rouge and Shreveport in 2004.
- In 2005, Campus Federal assisted UNO Federal Credit Union and Xavier University Employees Federal Credit Union with temporary housing after Hurricane Katrina. The credit union received approval of the underserved designation for New Orleans.
- ***In 2006, Campus Federal launched Business Services to support business members and introduced the LSU Workplace Financial Literacy Program, an 18-week course for selected LSU staff covering budgeting, saving, credit, loans and investments. Participants received new savings accounts upon completion.***
- In 2006, the LSUHSC New Orleans branch re-opened after being flooded by Hurricane Katrina.
- In 2007, Campus Federal partnered with LSU Baton Rouge to enable the LSU ID card to function as an ATM card for Campus Federal deposit accounts.
- In 2008, Campus Federal introduced Lagniappe Checking with high dividends and ATM surcharge refunds, revamped the VISA card program to offer Prestige and Rewards credit cards, launched Business Online Banking, added Deposit from Home for online check deposits and introduced Live Chat on the website.
- In 2009, Campus Federal reached $400 million in assets, celebrated its 75th anniversary, and introduced health savings accounts (HSAs).

2010's

- ***In 2010, Campus Federal updated its branches, expanded the Pierremont Drive-Thru in Shreveport into a full-service branch, and launched Business e-deposit and Smart Care.***
- A new branch was opened in Baton Rouge on Sherwood Forest Boulevard in 2011.
- Campus Federal merged with Our Lady of the Lake Regional Federal Credit Union in 2012, and External Funds Transfers (EFTs) were introduced.
- In 2013, assets reached $500 million, and CEO John W. Milazzo, Jr. retired after 28 years. We also launched our social media presence on Facebook and YouTube.
- In 2014, Dawn Harris was hired as CEO, and ***Campus Connect℠ Interactive Teller Machines (ITMs) were introduced***.
- A new BioDistrict Branch opened in New Orleans in 2016.
- In 2017, digital mobile wallet launched.
- In December 2018, Dawn Harris retired after 35 years of service, and in January 2019, Jane Verret was hired as the new CEO by the Board of Directors.




2020's

- In 2020, assets reached $750 million. Campus Federal launched the Interaction Center in Tapestry at Long Farm in Baton Rouge during the COVID-19 pandemic.
- ***In 2021, Campus Federal expanded its ITM presence at most branch drive-thrus and introduced a video call center for member services.*** The Siegen Branch, Mortgage & Business Center broke ground in Baton Rouge.
- In 2022, upgrades were completed at the Pierremont drive-thru in Shreveport, and a new online loan payment center was created.
- ***Campus Federal opened its new Siegen location in 2023 and launched a new website with an expanded chat feature.***
- In October of 2024, Campus Federal celebrated its 90th anniversary alongside its annual Member Appreciation Month.
- In 2025, our virtual phone assistant Cami was introduced to members. On July 1, Campus Federal merged with ALEC Federal Credit Union growing members to over 44,000. The credit union ended the year with $925.7 million in assets.