



INNOVATION

Work Force Planning Goes Strategic

An aging work force and upcoming baby boomer retirements drive more companies toward strategic work force planning, reports The Conference Board, New York.

This new management process focuses on understanding the strategic business plan and its broad implication for the company's work force, according

to the group's study, which details case studies of nine organizations.

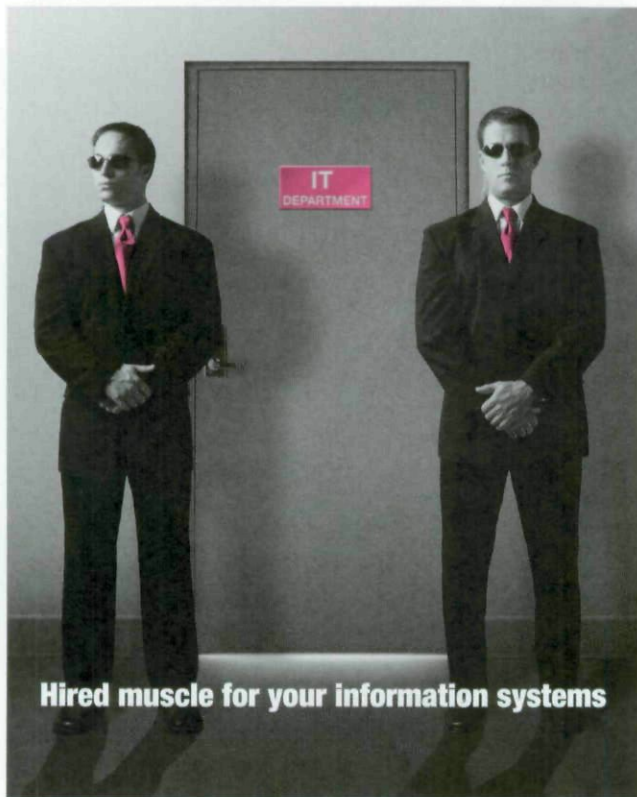
Executives cite these benefits of strategic work force planning:
▶ **Generates** insights and knowledge CEOs use to make business decisions.
▶ **Provides** a deeper and more nuanced understanding of work force dynamics.
▶ **Enables** organizations to manage human capital more efficiently—for example, by evaluating the long-term impact of various staffing options and creating a stronger internal job market. @

SNAPSHOT

CU Member and Nonmember Profiles

	Members	Nonmembers
Average age	47	43.6
Ages 25-44	38%	40%
Gender		
Female	52	52
Male	48	48
Married	67%	49%
Average number in household	2.8	3.0
Education completed		
High school or less	37%	53%
College degree or more	35	21
Employment		
Employed full time	64	51
Employed part time	13	12
Retired	12	17
Home ownership	85%	67%

Source: CUNA's 2006 National Member Survey (buy.cuna.org, Stock No. 27246P)



To keep information secure, your financial institution needs the resources to proactively manage your information security systems. SHAZAM, your trusted financial services provider, offers SHAZAM Secure – a complete portfolio of best-in-class information security solutions. Our team of security experts, including FDIC-experienced Information Technology Examiners, works closely with your institution to create an affordable but comprehensive strategy for maintaining the integrity of your systems, which may include:

- Custom Network Design
- Managed Firewall
- Risk Assessment
- Security Assessment
- IT Examination
- IT Consulting
- IT Compliance Services

Get secure.
Call (800) 537-5427, ext. 4365,
or visit online at www.shazam.net.



A Striking Difference

Copyright of *Credit Union Magazine* is the property of Credit Union National Association, Inc. and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.