

New Name: Frequently Asked Questions

Why is E Federal changing its name?

We have steadily grown over the years and our membership has diversified. Our products and services have been expanded, as well, as we felt it was time to change our name to reflect our progress.

But rest assured, most things will stay the same – EFCU Financial will have the same senior management, the same staff, the same locations and the same products and services that we have today.

Our new name will allow us to not only continue to broaden our membership reach but it will also allow us to be progressive with future products and services.

What is the new name?

EFCU Financial.

When will the name change be official?

March 2015.

What does “EFCU” stand for?

“EFCU” pays tribute to our history as the credit union for refinery workers – Exxon Federal Credit Union.

Has E Federal been bought by another credit union? / Is E Federal merging with another credit union?

No. We are only changing our name and upgrading our brand in the marketplace.

Will E Federal have new management?

No. EFCU Financial will have the same management team that is currently in place. We are only changing our name and upgrading our brand in the marketplace.

Will my checking/saving account change?

No. Your accounts will not be changing. We are only changing our name and upgrading our brand in the marketplace.

Is E Federal closing my branch?

No. All 8 locations will remain open and will operate as usual. We are only changing our name and upgrading our brand in the marketplace.

What else will be new?

With the name change, we will have a fresh new look with our logo, our printed materials and our website. We will also incorporate a new mission statement, new core values, and add in some elements that were missing like a corporate vision, a brand promise, an essence core statement and core brand attributes. With these we will have brand standards to follow to uphold the integrity of our new brand in our communications, in our branches and in the community.

Statement of Explanation:

As a twenty-first century credit union with membership now open to anyone living, working or worshipping in the nine parish area of Metro Baton Rouge, a new name was needed to accomplish the goal of inclusiveness and progressiveness.

Following an almost two-year renaming discovery process, beginning with a member contest to “rename the credit union”, the board and management of the credit union selected **EFCU Financial** as the credit union’s new brand.

EFCU Financial is derived from our history as the credit union for Exxon employees. Once named Exxon Federal Credit Union then E Federal Credit Union and now **EFCU Financial**, we’ve stayed the course of remaining loyal to the refinery industry that gave us our great start as the 13th chartered credit union in the US. With our progressive new name, we are poised for future growth that can include more diversity in our membership and in our products and services.