

NAVY



# NAVY FEDERAL Credit Union



**FINANCE OPERATIONS RESEARCH**

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Freedom High School

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# I. EXECUTIVE SUMMARY

## Overview of Organization

Navy Federal Credit Union (NFCU) is a **not-for-profit** organization **owned by the members** of the credit union. Their mission is to put their members' financial success first and lead using service-minded approach. NFCU has over **15 million members** and **25,200 employees** and strives to provide accessible, trustworthy financial services to military personnel and their families.



Navy federal Credit Union  
Location in Reston, VA

## Objective Of Plan

Our strategic plan **Project Shine a Light** is aimed at enhancing Navy Federal's CSR operations by implementing programs to address issues that are often overlooked. We focused on issues that lay in existing youth **financial literacy** education, the Transition Assistance Program (TAP), and local ecosystems. Integrating these elements into NFCU's CSR will allow the company to enhance their brand reputation, build loyalty with their customers and partners, and create **positive** impacts on society **beyond profit**.

## Research Methods



## Target Market

### Primary

Name	Anthony Smith
Age Range	26-34
Income Range	\$45,000-\$75,000 annually
Race	White
Job	Active Duty Air Force Personnel
Familial Status	Married + 2 year old child

### Secondary

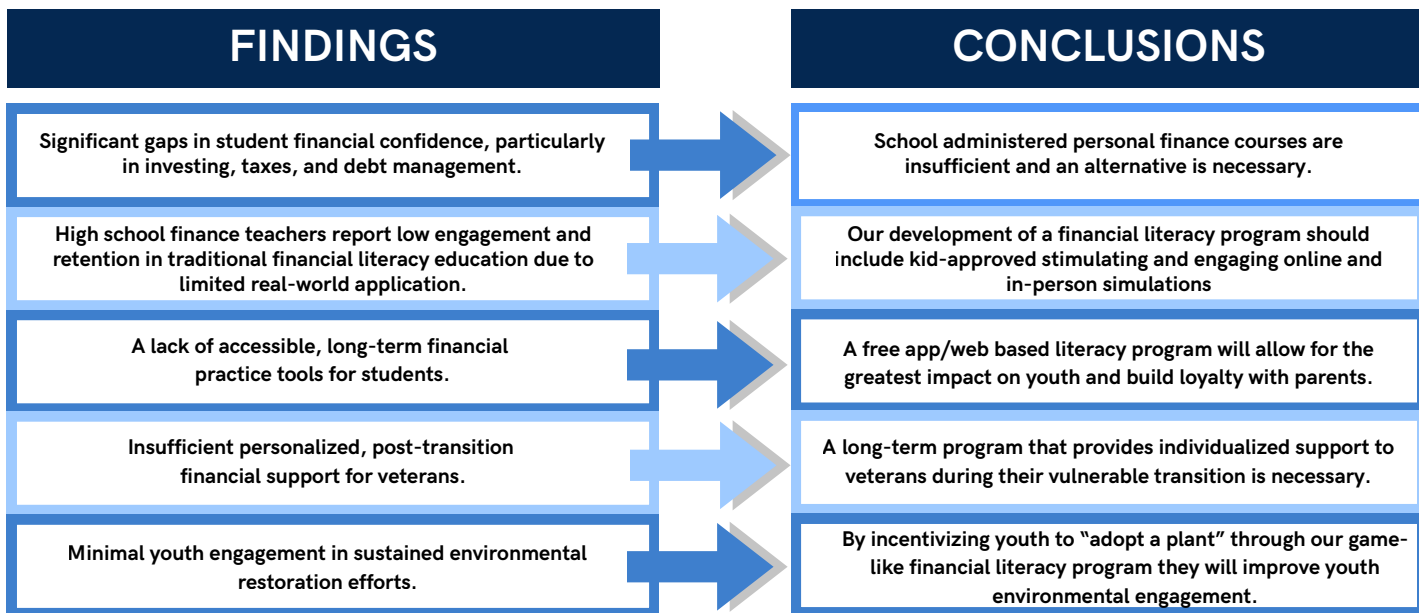
Name	Jordan Lee
Age Range	35-50
Income Range	\$70,000-\$110,000 annually
Race	Black
Job	Department of Defense HR Specialist
Familial Status	Married to Military Personnel + 3 children (ages 12, 15, 17)

## Overview of NFCU's Current CSR Initiatives

Navy Federal currently has **three key** CSR initiatives: A partnership with United Service Organizations (USO, promotes financial wellness education among military members), No Plate Left Behind (combats food insecurity), and Making Cents (a digital banking program). Navy Federal's CSR gives members **direct value** through improved financial education, community support, and targeted programs.

“Once a member, always a member”

## Findings And Conclusions of the Study



## Proposed Strategic Plan



# Costs Associated with Proposed Strategies

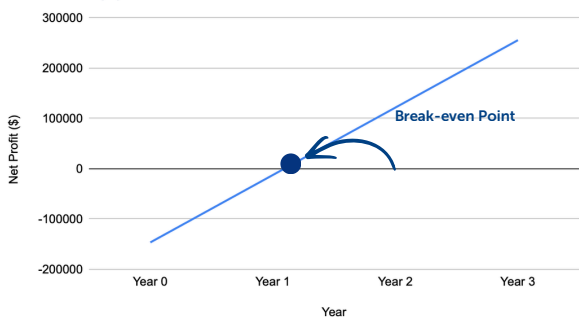
Total Year 1 Project Investment: \$146,400

This figure will drop significantly after Year one due to a nonrecurring cost: *The Finance Quest's* app development. Maintenance of the app is notably less expensive and will help boost the ROI percentage after Year one.

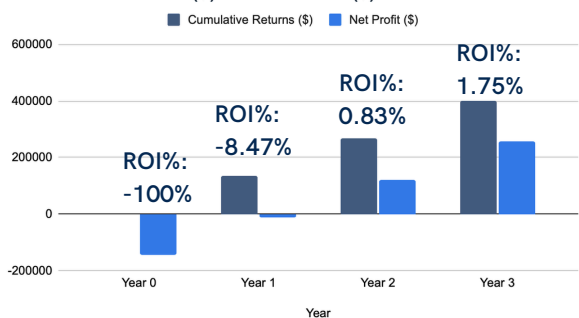
Project Shine a Light is projected to generate \$113,000-\$134,000 in annual value through cost avoidance from reduced missed payments and revenue preservation from improved member retention.

$$\begin{aligned}
 \text{Year 1:} \\
 \text{ROI} &= \frac{\text{Net Profit}}{\text{Investment}} \times 100 \\
 &= \frac{(\$134,000 - \$146,400)}{\$146,400} \times 100 \\
 &= -8.47\%
 \end{aligned}$$

Net Profit (\$) vs. Year



Cumulative Returns (\$) and Net Profit (\$)



## The Finance Quest: App Usage and Mastery

- App downloads: 1,000+
- Course completions: 70%+
- Quiz improvement: +30% from baseline
- Chatbot usage: 3+ interactions/user
- Parent satisfaction: 85%+
- Certification earned: 75% of users

## Bring Your Kid to Work Day Event: Upward Trend in Participation and Feedback

- Participants: 50+ per event
- Employee volunteers: 15+
- Student engagement and mastery score: average 75%
- Parent feedback: 80% positive
- Repeat participation: 50%

## Transition to Thrive: Increased Financial Stability during Transition

- Veterans enrolled: 1,000/year + 10% yearly increase
- Budget plans created: 90%
- Emergency savings created: 70%
- Missed payment reduction: -25%
- Member retention: 85%
- Satisfaction Score: 4.75/5

## Native Roots VA: Impact on Environment and Students

- Trees/plants planted: 1,000/year + 10% yearly increase
- Student adopters: 1,000 + 10% yearly increase
- Environmental Experts monthly approval that the project is fostering positive change in ecosystems
- Volunteer hours: 1,000+
- Student eco-awareness increase: +40%

## Proposed Metrics And Timeline

