

**ABOUT US**

Our humble roots began as a volunteer chapter of the American Institute of Banking (AIB). In 1997, a non-profit was formed in an effort to continue as well as expand our community work. Today, dozens of national vendors have chosen to partner with us—allowing access the best of the best in experience and content. Led by a volunteer board of directors and supported by our community advisory council, CFTEA provides an opportunity for continued strategic focus on innovation and career support.  
[www.cftea.org](http://www.cftea.org)



**A Non-Profit Professional Development Community**

**2022 APRIL**

**CFTEA INSIDER**

**WHAT'S INSIDE**

- Skills aren't soft or hard —they are durable or perishable
- Recent vote results revealed!
- Sneak Peak at Fall 2022
- CFTEA turns 25
- Successfully searching for courses on our website
- Who is our new Board Intern?

**EXPLORE OUR UNIQUE SOLUTIONS AND EMPOWERMENT NOW.**

**Platinum  
 Transparency  
 2022**

**Candid.**



**NATIONAL AWARD**

CFTEA has been nationally recognized in the top 5% of U.S. non-profits for goals, financial transparency, strategic planning, and community support through workforce development. Why is this important? Your trust in us is a critical factor when choosing to support our education work.  
[\[Learn More\]](#)

**NEW BOARD MEMBERS**

Congratulations! Four new board members were welcomed to lead and support our mission:

- Arielle Darling
- Peter Joslin
- Amy Marshall
- Lisa Thomas

[\[Learn More\]](#)



## SKILLS AREN'T SOFT OR HARD—THEY'RE DURABLE OR PERISHABLE

The term “soft skills” is often met with an eye-roll these days. It is regularly delivered with air quotes to acknowledge that most of us have come to hate the expression.

Research suggests that skills generally have a “half-life” of about five years, with the more technical skills at just two and a half years. Business leaders and learners need a completely new model for thinking about skills, a model that fosters thinking about emerging questions:

- Are skills more durable or more perishable?

- Are skills transferable across roles or industries?
- Are skills in demand, and will they be in the future?

What kind of skills fall into that perishable bucket? Tech skills, especially those related to a specific vendor, platform or programming language that are updated frequently. Organizational policies are also highly perishable—frequently shifting with initiatives and leadership. If team members are only trained on perishable skills—such as how to use

the latest process, we're ultimately limiting how effective talent can move between roles.

Durable skills look at various attributes required to interact with others and be successful in the workplace. Skills such as teamwork, collaboration, negotiation, critical thinking, initiative, risk-taking, creativity, adaptability, leadership, cognitive flexibility and problem-solving to name a few.

Are managers being trained to update those 40-year-old hiring practices and begin hiring for the future? That can start today by seeking out and developing those skills that will be most in-demand in the future.



### NOT A CANNED TRAINING SOLUTION

Our communities, customers, partners, and students are all unique. What works for one person isn't always what someone else is looking for. Find your unique solution—whether it is a career path, certificate, diploma, certification, or individual course. ★

CFTEA could be compared to a Swiss army knife. There are lots of options—but you have to choose the best tool that supports your unique

career and business goals. As an educational non-profit some of our clients will use some tools more than others—but they are all available. That can be overwhelming, but we encourage any and all questions. Our mission is to support thriving communities through quality education.

During the pandemic work has been completed on identifying the best options from a collection of the best national education partners. Not sure where to start? Reach out and we're happy to answer any questions.

## LOOKING AHEAD: SPECIAL PROGRAMS

### September 2022

[Principles of Banking Instructor Led Online starts 9/12/2022](#)

[Employment Law Hour Q & A: Kline Law Office Discrimination and Retaliation / Discipline and Discharge starts 9/28/2022 11am-Noon](#)

[Consumer Lending \(ABA\) Virtual Classroom starts 9/28/2022](#)

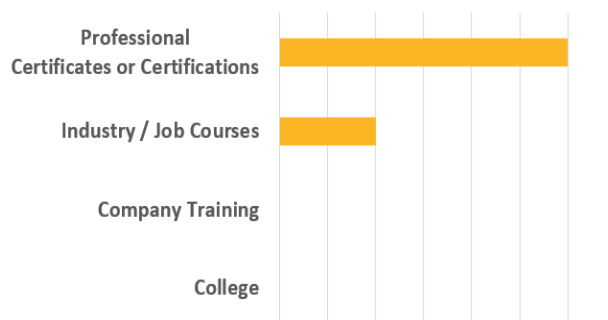
### October 2022

[Outside Calling School for Branch Managers, Lenders and Business Development staff starts 10/5/2022](#)

[Discover Options: Transferring CFTEA credit into St. Joseph's College plus supporting Associate's Degree students 10/12/2022 11am—Noon](#)

[Principles of Banking Virtual Classroom starts 10/20/2022](#)

**What do you believe is the most effective way to advance your career?** Votes were cast via FB, LinkedIn and our bi-weekly



“  
**Success is not final; failure is not fatal:  
 it is the courage to continue that counts**  
 -Winston Churchill-

”

## CELEBRATING OUR 25th ANNIVERSARY!



While the roots of CFTEA are over 100 years old, our modern non-profit will be celebrating our 25th anniversary during the 2022-2023 academic year! This is an opportunity for our leadership, partners and students to reflect on the how the organization has successfully evolved with our changing times while looking to the future. Plus a look back and past foundational leaders.

Keep an eye out! Throughout the year-long celebration, special discounts will be provided on a variety of our courses. Which ones? Tune into the [News section of our website](#), Facebook, LinkedIn or our bi-weekly emails to get the inside scoop.

After a long period apart, our 2022 Leaders Conference will be held live at the North Conway Grand Hotel in scenic North Conway, NH. The theme is: [Building Tomorrow's Talent Today](#) and has an extensive program and networking opportunities. [[Learn More and Register Today!](#)] Questions? [Ask Us](#).

## FIND YOUR UNIQUE SOLUTION AND SUPPORT OF CFTEA



### SEARCHING COURSES

Looking to sort through our courses?

Visit our website at [cftea.org](https://cftea.org) and click the magnifying glass or the heading Courses to gain a [full course listing](#). Type in the Search box or use the Format drop-down filter to refine your search by learning format! **Easy-Peasy!**

amazon



### SUPPORT CFTEA FOR FREE

AmazonSmile is a simple way to support CFTEA (*Legal Name: Northern New England Center for Financial Training*) every time you shop, at no cost to you. When you shop at [smile.amazon.com](https://smile.amazon.com), Amazon will donate a portion of the purchase to our non-profit with the same great experience. [[Learn More](#)]

## ANNOUNCING BOARD INTERN PROGRAM



Congratulations to **Corinne McNeal** from **Community National Bank** in Vermont for being selected by the Nominating and Personnel Committee to participate in our year-long Board Intern Program!

The position is intended to introduce a developing professional to the process of non-profit board governance, finance, budget construction, and strategic planning. The goal of the program is to enhance the intern's career and develop hands-on leadership skills. It offers unique networking opportunities and allows a strong voice reflecting the concerns of the next generation of business leaders.

Look for insights from Corinne in upcoming communication from CFTEA!

## SPECIAL OPPORTUNITY

Would you like to contribute a voice to our non-profit and learn from your peers? Have you considered joining our Community Advisory Councils?

[Contact the CFTEA office](#) to learn more about this professional opportunity and how it can enhance your career.





## UNLOCK YOUR POTENTIAL



### GET IN TOUCH

-  [WWW.CFTEA.ORG](http://WWW.CFTEA.ORG)
-  [INFO@CFTEA.ORG](mailto:INFO@CFTEA.ORG)
-  888.366.3242
-  [FACEBOOK.COM/CFTEA.ORG](https://FACEBOOK.COM/CFTEA.ORG)
-  [LINKEDIN.COM/SCHOOL/CFTEA](https://LINKEDIN.COM/SCHOOL/CFTEA)

### WE ARE HERE

We strive to empower students to achieve their goals, support organizations to realize success, and strengthen communities to create positive change by delivering specialized, relevant, and affordable educational programs.



Are you an employee at a bank, credit union, or other financial institution?  
Is your employer affiliated with the CFTEA?  
If so, we have a special offer for you.

# Earn your degree for less with SJC online.

## What should I know?

[SJCME.EDU/ONLINE](https://sjcme.edu/online)

- **Reduced tuition rate.** Employees of organizations who are affiliated with the Center for Financial Training & Education Alliance (CFTEA) will qualify for our reduced, partnership tuition rate for **all** online, for-credit courses. This reduction amounts to an approximate 15% savings.
- **What kind of online programs do we offer?**
  - **BSBA with a Banking major** -- Saint Joseph's College offers a unique and relevant-to-you online Bachelor's of Science program in Business Administration with a Banking major. If you have not yet earned your Bachelor's degree, this could be a great option for you! The Banking major in our Business program consists of CFTEA courses - meaning if you've taken classes through CFTEA before, you may already have credit that can transfer in to our program. We can also accept up to 75% of the 120 credits required in transfer, so if you've attended college before, those credits could count too!
  - **MBA, Leadership MBA, and Master of Accountancy degrees** -- Already have your Bachelor's? Consider earning your Master's degree online with us instead! We offer a Foundational MBA for those who have broader content interests, a Leadership MBA for those with management and executive-level career goals, and a Master of Accountancy degree if you'd like to pursue a numbers-focused career. No GMAT scores are required for admission!
  - **Other Bachelor's degrees, Master's degrees, and Certificates** -- To see a full list of our online offerings, please visit [sjcme.edu/online](https://sjcme.edu/online)
- **Learn online, but not alone.** Saint Joe's courses let you determine the time and location of completing your work. With no live component for any of the degrees listed above, you can fit our structured courses into your busy schedule, wherever you are.
- **You'll be fully supported.** Your admissions counselor will assist you through the application process right through to your first enrollment. After that, you will be assigned a dedicated student support specialist who will provide guidance on course selection and act as a mentor as you complete your degree.
- **Quick and easy application process.** We offer rolling admission and have no application fee. Admissions requirements vary by program and by level (Bachelor's vs. Master's). Your admissions counselor can tell you more. Schedule an appointment today to talk with a counselor via [calendly.com/sjconline](https://calendly.com/sjconline) **or** start a free application right now via [sjcme.edu/apply](https://sjcme.edu/apply)

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