

Strategic Impact

Impacting Members and Communities



Serving the Latino Community

2016

- Work closely with the Hispanic Chamber of Commerce Tampa Bay.
- 1st HI SEG relationship created with Ana G Mendez University.

2018

- Spanish IVR menu launches.
- 'Se Habla Español' signage.
- 1st in-house broadcast commercial aired during the World Cup.
- Targeted e-mails in Spanish.

2020

- 4,500 new Hispanic members between February 2019 - January 2020.
- 560+ Spanish web pages launch.
- GTE Mobile App launches in Spanish.
- Latino Coalition of Tampa Bay executive board.
- GTE reaches 41,000+ Hispanic Members.
- Call center Spanish queue launches.

Prior to 2016

- Began translation of brochures into Spanish.

2017

- Spanish marketing collateral.
- Spanish language home buying workshop with 42 participants and resulting in \$106,000 in Loans.
- Partnerships with Telemundo, iHeart Radio and Prospera.

2019

- New Spanish commercial airs on Telemundo and Univision.
- First Hispanic Market Analysis.
- Strategic Guidance updated to include Diversity & Inclusion.
- Facebook live Spanish language workshops and targeted ads.

2021

- Online new member origination in Spanish for membership, credit card, and auto loan applications.
- Began providing bi-lingual training to employees.
- Full-time bilingual financial educator.