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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union Earns 2025 CU Times Luminaries Awards for Community Impact and Innovation in Technology**

**JACKSONVILLE, FL** – VyStar Credit Union has been awarded two prestigious honors at the [2025 Credit Union Times Luminaries Awards](#), recognizing the organization's outstanding achievements in both community impact and technology innovation. The Luminaries Awards shine a national spotlight on individuals and organizations transforming the credit union industry through innovation, leadership, and community impact.

VyStar Credit Union was honored with the **Community Impact Luminary Award** for its unwavering commitment to “Do Good” across Florida and Georgia. In 2024 alone, VyStar employees contributed over 40,000 volunteer hours and the credit union donated \$7.2 million to more than 400 nonprofits, reinforcing its role as a vital community partner. Innovative programs like the VyStar Savings Challenge helped over 31,000 participants save \$5.17 million, while the launch of Foster Friendly Branches provided critical support for youth aging out of care. Through Financial Fitness Reality Fairs and the VyStar Academy of Business High School Branch program, thousands of students and underserved individuals gained essential financial tools for long-term success. VyStar's impact is both measurable and deeply personal, setting a new standard for community engagement in the credit union movement.

“We are deeply honored to receive the CU Times Community Impact Award, which recognizes the heart of VyStar's purpose, to Do Good for our members and the communities we serve,” said Dana Karzan, VyStar Chief Marketing Officer. “This achievement is a testament to the dedication of our employees, whose passion for volunteerism and service drives meaningful change every day. Together, we're building stronger, more resilient communities and empowering individuals to thrive.”

VyStar Credit Union received the **Innovation in Technology Luminary Award in the Technology Project or Rollout** category for its transformative, people-first approach to digital modernization. Over the past year, VyStar launched a comprehensive initiative that elevated employee experience, strengthened cybersecurity, and streamlined IT operations. Key innovations included IT Connect, a centralized ServiceNow-powered support hub, and the VyTech Lounge, a walk-in IT support space that brought concierge-style service to employees. Security was enhanced through biometric authentication and enterprise-wide password management, while the Laptop Lite Bundle standardized remote work setups and reduced hardware-related support tickets by 60%. The introduction of VyChat enabled over 1,100 seamless support conversations, and phishing fail rates remained under 4%. These strategic advancements resulted in the highest member satisfaction score in VyStar history, positioning VyStar as a standout leader in technology innovation within the financial services industry.

“Receiving the Innovation in Technology award is a tremendous honor and a reflection of VyStar's commitment to empowering our employees and members through thoughtful, people-first digital transformation,” said Lisa Cochran, VyStar Chief Information Officer. “Our team's dedication to creating secure, intuitive, and accessible technology solutions has set a new standard for operational excellence and member experience. We're proud to lead the way in shaping the future of financial services.”

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### **About VyStar Credit Union**

*VyStar Credit Union is the second-largest credit union headquartered in Florida, with 78 full-service branches across Florida and Georgia, 1 million members and assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and a major employer in the region with over 2,300 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, and past and present military members and their families all over the world. VyStar members have access to 55,000 surcharge free ATMs worldwide. For more information, visit [vystarcu.org](http://vystarcu.org), and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).*