



Education First Federal Credit Union Opens Sleek New Branch in Lumberton

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BEAUMONT, Texas – Education First Federal Credit Union hosted a Ribbon Cutting Ceremony today for their newest branch in Lumberton, Texas. The 7,200 square foot branch is conveniently located at 199 S. LHS Drive, on the corner of FM 421 and Highway 69, and features a modern design and open concept.

The Lumberton branch is a highly anticipated addition to the community and includes a modern design and Interactive Teller Machines (ITMs) that allow members to independently conduct an expanded range of banking transactions, like loan payments, account transfers and more, or with the remote assistance of a live Member Service Representative via video. There are two ITMs located inside the branch and three additional drive-up ITMs located outside the branch.

Members can also consult with in-branch employees who serve as universal bankers. This model of staffing allows a single employee to comprehensively assist a member with all their needs. They are specially trained and equipped to handle a wide range of tasks related to banking and can manage sensitive financial customer requests from beginning to end.

“Our Lumberton branch was built with convenience top-of-mind, based on feedback from our membership,” said Kevin Conn, President and CEO. “Our members told us that they wanted a way to streamline their tasks and reduce transaction time. ITMs are a perfect model for this as members can self-serve, yet still interact with live tellers at any time during business hours.” After hours, the ITMs can be used as a traditional ATM for deposits and withdraws.

Wealth Management and Mortgage services are also available at the Lumberton branch.

Included within the design for the building is an employee training room that will also serve as a community meeting room. Education First FCU cares deeply about their community and members, and wanted to create an area within the branch that would accommodate community groups and organizations and groups that lack meeting space of their own. The space can operate fully independent of the branch itself, making it the perfect addition for the Lumberton community.

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EFFCU is a community credit union of over 36,000 members. Our field of membership includes Jefferson, Jasper, Hardin, Newton, Orange, and Tyler counties as well as former and current employees of High Island and Winnie Independent School Districts. Membership is open to anyone who lives, works, or worships in the field of membership. The credit union has seven convenient locations in Southeast Texas.