An Action Report on the Society of Actuaries

Presented to the Chicago Actuarial Association

Bob Beuerlein, SOA President
A Changing Marketplace

- Mergers
- Acquisitions
- Consolidations
- Decline of DB plans
- Downsizing
- Outsourcing
Employer Perceptions

- Highly analytical
- Thought leadership potential
- Less business savvy
- Low awareness in financial services
We Have Competition!

- CFA
- MBA
- CPA
- PhD
Four Strategic Themes

Membership Value  Knowledge Management  Marketplace Relevance  Professional Community Advancement
Knowledge Management

- Priorities
  - E & E redesign
  - Review research process and priorities
  - Business and communication skills
E & E Redesign

- Practical content introduced earlier
- Fundamentals of Actuarial Practice (FAP)
  - Eight modules
E & E Redesign

- Introduced Validation by Educational Experience (VEE)
- First computer-based testing conducted
- Strengthened financial economics content
Research

- Initiated multi-phased study on factors affecting retirement
- Initiated work on Select Mortality Valuation Study
Communication & Business Skills

- Task force provided recommendations
- Conducted groundbreaking “Analysis and Presentation of Financial Results” seminar
- Expanded low-cost, convenient distance learning opportunities
Expanded ERM Education

- SOA Board approved ERM strategy in February 2005
- SOA/CAS Risk Management Section
- Delivered record setting ERM Symposium with CAS and PRMIA
Marketplace Relevance

- Priorities
  - Image Campaign
  - Marketing and Market Development Plan
Why an Image Campaign?

- Outdated perceptions
- Undervalued potential contributions
- Limited growth and expansion
Opportunity is at Risk!
What’s Been Accomplished?
Engaged Profession in Brand

Polled the profession

Selected a theme

Created:
- Identity
- Focus
- Message
- Direction

Turn Risk Into Opportunity™

Society of Actuaries

Actuaries
The Best-Kept Secret in Business™
Introduced to Profession

- Academy, CAS, CIA helped promote
- 1,100 took campaign survey
- 1,000 joined opt-in list
- Valuable insights gained
Initiated Ad Campaign

Turn Risk Into Opportunity

Business leaders often find themselves in challenging situations where turning risk into opportunity can be the key to success. At the Society of Actuaries, we understand the importance of well-designed and well-implemented policies. Our expertise in risk management helps our members navigate the uncertainties of today’s rapidly changing business environment.

It’s not just about making sound decisions; it’s about understanding the true value of risk. Our goal is to empower our members with the knowledge and tools they need to turn their businesses into opportunities for growth.

Member Benefits

Access to exclusive networking events

Opportunities for professional development

Access to the latest research and insights

Join the Society of Actuaries today and unlock a world of opportunities.
Expanded Pioneers Program
Created ImageWatch e-Newsletter

- 60 second campaign updates, delivered quarterly
- 1,500 subscribers and growing
Launched Grassroots Program

- 25,000+ visits since August launch
- Most popular pages: Creating personal “buzz”
Generated National Publicity

CNN
THE MONEY GANG
npr
THE WALL STREET JOURNAL
JEOPARDY!
TODAY
The New York Times
Masters of Design FAST COMPANY

SOCIETY OF ACTUARIES
What Do Members Think?

- SOA’s role in image building rose from 5.2 in 2002 to 5.5 in 2005 (Rating scale = 0 to 10)
- Image campaign rated second most important strategic initiative.

2005 SOA Member and Candidate Survey
Members Want Action

The SOA will enhance the image of the actuary through a long-term IMAGE CAMPAIGN

2005 SOA Member and Candidate Survey
Introducing the Marketing and Market Development Plan
Themes

- Enterprise Risk Management
- The Actuary: A 21st century thought leader
- The value ladder for the actuarial profession
## ACCOUNTING VALUE LADDER - EXAMPLE

<table>
<thead>
<tr>
<th>Economic Platforms</th>
<th>Scope of Knowledge</th>
<th>Distribution of Knowledge and Effect</th>
<th>Time Span of Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform 7</td>
<td>Global</td>
<td>Ability to determine the rules of the game at an international level</td>
<td>50 years</td>
</tr>
<tr>
<td>Platform 6</td>
<td>National</td>
<td>Ability to influence the rules of the game at a national level</td>
<td>30 years</td>
</tr>
<tr>
<td>Platform 5</td>
<td>Industry</td>
<td>Ability to conceptualize the multiple realities that exist within the environment and capitalize on them</td>
<td>10–15 years</td>
</tr>
<tr>
<td>Platform 4</td>
<td>Market</td>
<td>Ability to create and manage multiple, parallel, outcomes based on market and environmental opportunities</td>
<td>3–5 years</td>
</tr>
</tbody>
</table>
Four Audiences, Four Campaigns

- Actuaries
- Traditional employers — insurance
- Traditional employers — benefits
- Non-traditional employers — BFS
Key Programs

- Grassroots
- Web
- Public relations
- Horizontal marketing
How Will We Measure Success?
Levels of measurement
Membership Value

- Priority
  - Increase the value of membership
New Member Benefits

- State of the art membership database
- Launched monthly eNewsletter
- Upgraded *The Actuary* to bi-monthly magazine
Professional Community Advancement

- Priority
  - Building the profession’s global stature
Morris Review

Actuaries blasted in wake of Equitable

THE actuarial profession was slated today by Sir Derek Morris, who was asked to carry out a review of it in the wake of the near-collapse of Equitable Life.

Morris accused the profession of:

• Being too insular and slow to adapt to circumstances.
• Being insufficiently transparent in actuarial advice.
• Having inadequate scrutiny, challenging and market testing of the profession by users such as pension fund trustees and the boards of insurers.
• Lacking clarity on accountability to the wider public interest.
2005 SOA Annual Report
Sections—
SOA Knowledge Communities

- Provide a Grassroots Community
- Provide Content For Basic and Continuing Education
- Identify and Manage Research Scope
- Connect to Strategic Direction
Recent Board Actions

- Approved ASA-based ERM designation
- Endorsed member survey follow up
- Financed strategic initiatives
Actuaries
The Best-Kept Secret in Business™

Society of Actuaries