

### American Academy of **Actuaries**

## Strategic Initiatives ( )

The Academy continued its mission of serving the U.S. profession and public in 2024 by providing objective, independent analysis of issues that benefit from a balanced actuarial perspective. It undertook several initiatives to educate and engage the many public stakeholders its serves while providing members with a wide range of member-focused, educational opportunities to stay abreast of current and best practices across professionalism and public policy issues.

20**24** 

#### **Election-Year** Issue Education and Outreach

The Academy prioritized its core role in advising public policymakers during the 2024 presidential election year, showcasing its work in all practice areas through an extensive range of traditional and novel platforms and channels with wide reach. Launched in March, the Academy's dedicated Election 2024: Issues Clearinghouse microsite—a virtual one-stop shop for materials providing the actuarial perspective on six priority public policy issue areas—was the centerpiece of these efforts, with supporting outreach and education conducted via the Academy's Capitol Hill and agency visits, presentations and comments at National Association of Insurance Commissioners (NAIC) and National Council of Insurance Legislators (NCOIL) meetings, webinars, dissemination of issue briefs and infographics, social media posts, blog posts through our new Actuarially Sound blog (see more below), *Contingencies* articles, Actuary Voices podcasts, speakers bureau presentations, and outreach to the news media.

The Academy's nonpartisan analysis and issue education materials, developed within its practice council volunteer committees, were promoted via the clearinghouse in six categories:

- Health care.
- Climate change.
- ▶ Retirement security.
- Cybersecurity.
- Artificial intelligence.
- ▶ Risk management.



- Concurrent with the launch of the Clearinghouse, the Academy launched its new Actuarially Sound blog, featuring over 30 blog posts reflecting the independent and informed insights drawn from the Academy's work on priority public policy issues and stakeholder engagement.
- In April, volunteers from the Academy's health, casualty, and risk management & financial reporting practice councils along with Academy staff brought the actuarial perspective directly to federal policymakers, regulators, and other stakeholders during Capitol Hill and agency visits.
- The Academy offered free webinars featuring the chief actuaries of Medicare and Social Security for discussion of the annual trustees' reports released in May. Along with the annual reports that the Academy offers in response to the trustees' reports on the financial solvency of both federal programs, these webinars offered the actuarial perspective and expertise that policymakers, as well as the broader electorate, need as they evaluate the implications of the various proposals under consideration.
- The May-June issue of *Contingencies*, marking the magazine's 30<sup>th</sup> anniversary, focused on public policy with a cover story on election issues and the clearinghouse. This was also the focus of a special edition of Actuary Voices. And in July, the Academy hosted a special free webinar on the National Science Foundation's (NSF) "Research and Thought Leadership on Insurance Risk Modeling and Underwriting Related to Terrorism and Catastrophic Cyber Risks" call for proposals. The webinar included speakers from the Federal Insurance Office and the NSF, moderated by President Lisa Slotznick.
- In the final lead-up to Election Day, an Actuarially Sound blog post urged readers to make a difference by making sure to exercise their right to vote.
- ▶ Throughout the year, the Academy's election-year efforts and highlighted resources reached the public with media stories in major outlets such as MSN, CNN, Newsweek, CNBC, Marketwatch, Barron's, and Money. Coverage included C-SPAN airing the Oct. 16 breakout session on Social Security that the Academy hosted at its Envision Tomorrow annual meeting in Washington, D.C.







OCTOBER 16, 2024

#### American Academy of Actuaries Discussion on Social Security

Stephen Goss, chief actuary of the Social Security Administration, and other experts discussed ideas of how to keep Social Security funded. At the time of this event, it was projected that Social Security would face a funding shortfull by 2035, unless. Show More >



#### **Academy Learning: A New Benefit**

In 2024, Academy members gained a convenient new way to access online Academy resources ranging from webinar and event recordings to issue briefs and practice notes:

Academy Learning Portal.

This portal provides Academy members a single point of access to resources, to earn and track continuing education (CE) credit, and to stay informed of the latest policy and professionalism developments relevant to actuarial practice.

Accessible at <u>learning.actuary.org</u> with an Academy-member login, the portal offers free access to webinar recordings traditionally provided by the Academy, along with an ever-expanding catalog of resources. This advanced platform also includes additional features designed to enhance the member experience. These features include aggregated content to be searchable by topic, automated CE tracking within members' Academy Learning accounts for accessed content, and progress tracking for individual courses, allowing members to seamlessly resume where they left off. New credits earned are saved in members' Academy Learning account, while legacy TRACE CE-tracking data remains accessible to members for past earned credits, which will be migrated over to Academy Learning in 2025.

By the end of 2024, the Academy continued to expand Academy Learning by adding resources, including access to session recordings from the 2024 Envision Tomorrow annual meeting.

# Academy . - Carning Your source for CE

In addition to online learning, the Academy continued developing and delivering exceptional, sold-out in-person educational opportunities across all practice areas.

These events include the PBR Bootcamp, the Casualty Loss Reserve Seminar (CLRS) conducted jointly with the Casualty Actuarial Society (CAS), the Academy's Envision Tomorrow annual meeting, the Life and Health Qualifications Seminar, and the Seminar on Effective P/C Loss Reserve Opinions.



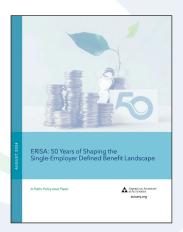
#### ERISA at 50

The landmark *Employee Retirement Income Security Act of 1974* (ERISA) marked its 50<sup>th</sup> anniversary in 2024, and the Academy observed the milestone with a comprehensive education and information campaign of activities reflecting on the past, present, and future of the law and its role in shaping retirement and health care.

The "ERISA at 50" series was a multifaceted, cross-practice effort led by Academy retirement and health practice council committee volunteers and staff that broadly engaged members, volunteers, and policymakers and stakeholders.

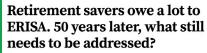
Signature activities of "ERISA at 50" included:

- Two Academy webinars: a kickoff retrospective "Looking Back, Moving Forward: ERISA at 50— The Origins and Evolution of ERISA: 1974 to 2024" in May; and "ERISA at 50: Multiemployer Perspectives From the Past to the Future" in August.
- A June stakeholder-focused Academy in-person symposium in Washington, D.C. Featuring actuaries and other retirement experts and thought leaders, panels offered varying perspectives on ERISA. U.S. Employee Benefits Security Administration Assistant Secretary Lisa Gomez offered a closing keynote address, highlighting the Biden administration's priorities and encouraging the ongoing collaboration between public and private entities in an effort to address and strengthen the financial security of the American public.
- Academy publications, including the retirement-practice issue paper <u>ERISA</u>: 50 Years of <u>Shaping the Single-Employer Defined Benefit Landscape</u>, and the health-practice issue brief, <u>ERISA</u> at 50: <u>ERISA</u> and <u>Health Benefits</u>.





"ERISA at 50" earned notable media coverage, including from *The Kiplinger Letter* and comments from Academy Vice President of Retirement Jason Russell included in *Pensions & Investments*' ERISA anniversary-day story on Sept. 2.



By BRIAN CROCE X 🖾



Gerald R. Ford addresses the crowd during the signing ceremony for the Employee Retirement Income Secur Act of 1974.



Retirement Practice Council members were also active in other events marking ERISA's anniversary, attending a September ERISA 50th Anniversary Symposium & Gala in Washington, D.C. The Academy participated in the event's Research Committee, and the retirement-practice issue paper was included in the event's *Digital Research Journal*.

### Enhancing Member Value

Promoting the Value of the MAAA and U.S. Actuarial Professional

Thanks to generations of actuaries committed to the Academy's mission, the Member of the American Academy of Actuaries (MAAA®) designation is recognized as the highest mark of the U.S. actuarial professional across practice areas, providing value to members, employers, clients, regulators, and the public who are assured of professional standards and accountability in the profession's work and conduct, supported by the Academy's self-regulation activities.

Following extensive research and work by committee volunteers and leadership, the Academy took two critical steps in 2024 designed to further support and increase the value of membership going forward. The Academy unveiled:

- ▶ First, a competency framework that specifies the basic and foundational knowledge required of a new Academy member regarding general actuarial topics, U.S. laws and practices, and U.S. actuarial professionalism.
- Second, updates to Academy membership requirements to be consistent with the competency framework that will become applicable for new memberships starting **Jan. 1, 2026**. The new requirements will not apply to existing members who continue their memberships beyond 2025.

The competency framework provides a new, clear delineation of the basic and foundational knowledge required to be an Academy member, helping to more fully articulate and support the MAAA's value to members and nonmembers alike. Effective in 2026, the new membership requirements reflect the full alignment of Academy membership requirements with the new competency framework.

The Academy educated members and stakeholders about the competency framework and the new membership requirements through education, outreach, and volunteer workstreams in 2024—a campaign that will continue throughout 2025.

**New Academy Membership Requirements** 

Effective Jan. 1, 2026

- 1. New Education/Basic Education Requirement
- Compliance with the Competency Framework, which includes baseline knowledge of key actuarial competencies, knowledge of U.S. laws and practices and U.S. actuarial professionalism; and
- Achievement of an actuarial credential from an actuarial organization, both of which are recognized by the Academy.
- 2. Reinstatement of Responsible Actuarial Experience Requirement

Three years of responsible actuarial experience, including at least one year of responsible U.S. actuarial experience, defined as work that requires knowledge and skill in solving actuarial problems.



## Celebrating our Differences and Harnessing Diversity of Thought

In 2024, the Academy broadened implementation of its commitment to recognizing and welcoming the diversity of current and future members of the U.S. profession, and the varied perspectives and experience they bring to the profession and the Academy's work, as articulated in the Academy Strategic Plan.

Multiple, new activities strengthened our relationships with affinity organizations representing different parts and voices of the profession; highlighted our diverse membership and profession and integrated the importance of encouraging different perspectives in the independent and objective work of our council workstreams and deliverable outcomes.

Throughout 2024, <u>Actuary Voices</u> hosted conversations with members from different backgrounds and multiple representatives of various stakeholder organizations, including a discussion with NAIC's first chief diversity officer.

In February and March, respectively, *Contingencies* offered special web-exclusive stories in honor of Black History Month, and Women's History Month.

At May's ISPOR 2024 conference in Atlanta, Board member Annette James provided an actuarial perspective on health equity considerations as a session panelist on employer-based insurance. The Academy expanded its support and engagement with affinity and other organizations through activities such as greater participation in the International Association of Black Actuaries' (IABA) annual meeting, a session at the IABA event that featured Academy Board members Dr. Dorothy Andrews and Maambo Mujala, and hosting an Actuarial Foundation booth at its Envision Tomorrow annual meeting in Washington, D.C. as well as a member-match program in support of the Foundation's Modeling the Future program.

At Envision Tomorrow, keynote speaker Dr. Leroy Nunery brought expert insights on financial inclusion in the context of the actuarial profession and insurance and retirement industries. Additionally, a general session featuring a diverse panel of external stakeholders discussed the challenges of responsibly and ethically governing Al's use accounting for societal impacts. A health breakout session provided a perspective on the accessibility, affordability and potential effects of enhancing benefits on health spending and outcomes.

Public policy committees across all five practice areas put a wider actuarial lens on bias, equity, discrimination, actuarial considerations, and related issues throughout the year, including:

- ▶ The P/C Committee on Equity and Fairness hosted a webinar on "Bias in P/C Insurance: Updates from the Committee on Equity and Fairness," and published an issue brief on insurance fraud on uneven impacts of fraud within our society.
- The Data Science and Analytics Committee conducted a webinar, "Discrimination: Considerations for Machine Learning, Al Models, and Underlying Data."





- The Retirement Policy and Design Evaluation (RPADE) Committee released a policy paper on how current retirement plan design elements and policies may inadvertently disadvantage certain cohorts of individuals. RPADE members also led a National Institute on Retirement Security webinar based on the paper.
- The Climate Change Joint Committee analyzed the causeand-effect relationship that various climatic events have on different U.S. populations and communities who disproportionately experience the effects of climate change.
- The Life Underwriting and Risk Classification Subcommittee submitted comments to the NAIC's Special (EX) Committee on Race and Insurance, supporting the removal of unfair barriers for those affected by and interacting with the criminal justice system.

In 2024, the Academy had 1,033 volunteers serving on 111 committees, task forces, etc. Not a volunteer?



### Volunteer Onboarding Webinar

The Academy's virtual Volunteer Onboarding, held in March, shared tips on how to make your volunteer experience with the Academy a successful one. This program helps familiarize volunteers with the Academy's mission, priorities, structure, policies, guidelines, and resources that apply to volunteer work.

### Call for Volunteers

As part of its annual process, the Academy invited members to volunteer. This ongoing effort ensures that the Academy has a steady flow of active volunteers, which is essential for supporting the Academy's wide range of workstreams and initiatives.

Members have multiple opportunities each year to volunteer for the Academy, offering a valuable way to give back to the profession and to make a meaningful impact on public policy.

In May 2024, the Academy Board adopted <u>core values</u> that guide volunteers and staff in work done for and on behalf of the Academy. These values form the foundation upon which the Academy seeks to ensure that the U.S. actuarial profession maintains the public's trust.

Advantages of volunteering include the opportunity to broaden professional relationships, gain technical expertise, and improve leadership skills. Beyond personal development, volunteering with the Academy also benefits employers and the broader professional community. Additionally, volunteer work can earn participants continuing education credits.

Serving on an Academy committee is a great way to collaborate with professionals who understand the challenges and rewards of the profession. Volunteer opportunities range from traditional committee services roles to micro-volunteering for single or short-term projects. The collective experience of Academy members provides a solid foundation of support.

Whether working on policy projects like issue briefs and comment letters, delivering professionalism webinars and presentations, and participating in focus groups, Hill visits, and article development, the Academy offers a diverse and engaging volunteer experience for all members.

#### New Annual **Leadership Transition** Event

In 2024, the Academy launched a new, standalone virtual event in the fall marking the beginning of the new Academy year under our bylaws. Accessible to all members, the annual event provides members with an opportunity to recognize outgoing and incoming Academy leadership, including an opportunity to hear the outgoing and incoming Presidents' perspectives on the past year and the year to come. The 2025 event is expected to provide an expanded agenda—stay tuned to Academy channels throughout the year for details.

### Advancing Professionalism & Practice

Through its professionalism resources, bodies, and activities, the Academy enhances the value of the MAAA credential, and the professional reputation and the independence of the actuarial profession. The resources include the Academy's speakers bureau, which supports knowledge-sharing and continuing education opportunities through presentations to employers, actuarial clubs, academic institutions, and more.

In 2024, the Academy, through its speakers bureau, delivered more than 45 presentations to actuarial clubs, employers, students, and conferences.

Topics ranging from the importance of self-regulation to the professionalism considerations raised by generative AI were addressed throughout the year by volunteer leaders who have served or are serving on various professionalism-related boards and committees. In 2024, the Academy broadened the reach of its speakers bureau on public policy topics.

The Academy supported and maintained the high level of professionalism expected of actuaries by providing the structure, process, and resources for:

- ▶ The Code of Professional Conduct;
- ▶ The U.S. Qualification Standards (USQS), including answers to <u>57 FAQs</u> about the USQS;
- Actuarial standards of practice (ASOPs), developed by the Actuarial Standards Board (ASB);
- Applicability Guidelines for ASOPs;
- Requests for guidance (RFGs) and investigation of potential violations of the Code through the Actuarial Board for Counseling and Discipline (ABCD); and
- Other professionalism resources, such as webinars and discussion papers.

In March, the Committee
on Professional Responsibility (COPR) released
a discussion paper, The
Actuary's Toolbox: Peer
Review—How Can It
Help?, which explores
some ways for actuaries

to consider peer review

in the context of profes-

also released Actuarial

sionalism. The committee

Professionalism Considerations for Generative Al, which provides a comprehensive view of professionalism fundamentals and considerations for actuaries using generative artificial intelligence.

Actuarial Professionalism Considerations for Generative Al

# professionalism

### Professionalism Webinars

Members have free and unlimited access to the Academy's entire library of professionalism webinars, dating back to September 2007.

As it does each year, the Academy held professionalism webinars to help members stay current on developments in actuarial professionalism, while also earning the required professionalism CE. In 2024, the Academy presented the following five webinars on professionalism topics:

- "Self-Regulation and the ASOPs: Your Professionalism Toolbox"
- ▶ "ABCD Requests for Guidance—Insight and Case Studies"
- "Actuarial Professionalism: It's Important!"
- ▶ "Ethical Dilemmas Facing Health Actuaries: Insights and Case Studies"
- ▶ "Tales From the Dark Side 2024"



The November-December issue of <u>Contingencies</u> focused on professionalism with a cover story on self-regulation. Each month in *Actuarial Update*, members can read "Professionalism Counts," a column that contains news and information germane to actuaries in all practice areas. Throughout the year, the "Professionalism Counts" articles offered tips and reminders that help members keep professionalism front and center, such as:

- "Q&A: The Actuary's Toolbox: Peer Review—How Can It Help?" (March 2024)
- ▶ "Setting the Tone" (July 2024)
- "Q&A: Actuarial Professionalism Considerations for Generative AI" (September 2024)



### Professionalism Video Wins 'Viddy' Award

In 2024, Actuarial Professionalism and the Academy, a video released by the Academy in October, received a platinum "Viddy" award from the Association of Marketing and Communication Professionals. The video shows elements of professionalism that guide actuaries, the standards they hold themselves to, and the various ways the Academy helps serve their professionalism needs.

### Informing Public Policy

As the voice of the U.S. actuarial profession on public policy, the Academy is dedicated to providing objective and independent actuarial input into the public policy development process, while ensuring its members are aware of and engaged in this critical work.

In 2024, Academy committees and work groups offered policymakers and regulators balanced actuarial perspectives on a myriad of issues, including:

- Cyber risk, artificial intelligence (AI), flood insurance, catastrophe modeling, and equity and fairness in the property/casualty practice area;
- Long-term care insurance financing, health equity, risk-based capital, and premium drivers in the health practice area;
- Asset-intensive and longevity reinsurance, predictive models, structured securities risk-based capital, and VM-22 in the life practice area;
- Demographic considerations in Social Security and retirement systems, portable benefits, supporting the defined benefit system, and public pension plan surpluses in the retirement practice area; and
- Al, climatic events and inequities, hedging, and financial reporting standards in the risk management and financial reporting practice area.



At the Annual Meeting in
October, the Academy hosted
AARP's Chief Public Policy
Officer, Debra Whitman, in a
fireside chat with Health Vice
President Annette James,
discussing the cross-practice
implications of aging in the U.S.



The Academy continued its multifaceted engagement with regulators and stake-holders through presentations at the three national NAIC meetings, attendance at NCOIL meetings, comment letters to state insurance departments, and other efforts.

- In a first for the Academy, staff delivered regular recaps of NAIC meetings in post-meeting webinars in 2024.
- A highlight of the Academy's regulatory engagement was the participation of NAIC President and Connecticut Insurance Commissioner Andrew Mais and NAIC CEO and former Massachusetts Insurance Commissioner Gary Anderson in the Oct. 15 Envision Tomorrow general session, "Bridging the Insurance Gaps: A View From the States," moderated by Academy Life Vice President Jason Kehrberg.

The Academy kept its members informed of state and federal legislation and regulations relevant to actuarial practice through the practice-specific publications *Casualty Quarterly, HealthCheck, Life Perspectives*, and *Retirement Report*. The annual summary of relevant 2024 legislative and regulatory activity was published as the final blog entry of Actuarially Sound in December.

The Academy recognized in 2024 an early-career scholar with our 2<sup>nd</sup> annual Award for Research. Doron Samuell received his award at Envision Tomorrow for his life underwriting research from a behavioral economics perspective. The award celebrates research that significantly contributes an actuarial perspective to a public policy issue of interest to U.S. actuaries and public policymakers.



public policy

### Tools and **Resources**

As the national organization for all U.S. actuaries, the Academy has developed and maintained a wide range of educational opportunities and public-facing initiatives. Here are just a few highlights from 2024.

5.3M social reach5.9K media hits49K file downloads

1.1M webpage views

Getting the Message Out

Academy Learning provides Academy members a single point of access to resources, to earn and track CE credit, and to stay informed of the latest policy and professionalism developments relevant to actuarial practice.

The Academy's new <u>Actuarially Sound</u> blog provides "hot takes" on the public policy and regulatory issues that the Academy is working on and to which actuarial expertise can contribute.

Actuary

AMERICAN ACADEMY

ACTUARIES

Actuary Voices is the official podcast of the American Academy of Actuaries, bringing thoughtful conversations on the role of professionalism in both actuaries' day jobs and the Academy's public policy work. Listen wherever you get your favorite podcasts or on the *Contingencies* website.

The jointly sponsored <u>Actuaries Climate Index</u> (ACI) is an educational tool designed to help inform actuaries, public policymakers, and the general public about climate trends and some of the potential impacts of a changing climate on the United States and Canada. It is updated quarterly.

The <u>Academy Career Center</u>'s user-friendly interface makes the job search process smooth and efficient for job seekers, and provides employers with targeted exposure to qualified applicants and easy management of online job postings.

The <u>Student Resource Page</u> helps students and prospective actuaries learn about the profession and the Academy. It provides access to various resources and features stories from actuaries on such topics as their path to the profession, why they love being an actuary, and the impact actuaries have on all aspects of our lives.

The Life and Health Valuation Law Manual and the Property/Casualty Loss Reserve Law Manual, available annually for purchase, help actuaries comply with NAIC requirements and individual state laws and regulations.

The <u>Social Security Challenge</u> is an interactive tool that engages users by allowing them to pull the various Social Security financing reform levers themselves.

A section on the *Contingencies* website curates content related to emerging topics impacting the profession, including areas such as AI, cyber risk, climate change, and professionalism.

### The Revamped **Actuaries Longevity Illustrator**

Drawing from the profession's expertise to educate both the public and public policymakers is an essential part of the Academy's mission. In 2024, the Academy and the Society of Actuaries (SOA) updated the jointly sponsored, online Actuaries Longevity Illustrator, which provides valuable information on longevity risk for those planning for retirement and those who develop retirement policy. The updated design and refreshed narratives enhance the user experience to visitors, helping visitors better understand the probabilities of living to advanced ages—whether for an individual or a couple—and the risk of outliving one's assets.

The Academy and the SOA conducted a joint media campaign in 2024 promoting the revamped Illustrator, resulting in national TV coverage across 80 local stations. The campaign also garnered radio stories and stories in *The Kiplinger Letter, CNBC, AARP, USA TODAY*, and *Forbes*.

### **Publications**

The actuarial profession is constantly evolving, and Academy membership provides you with access to over 300 informative and insightful membership publications delivered annually.

These resources help you stay abreast of the latest trends in all areas of actuarial practice, not just the one(s) in which you practice.

*Contingencies*, the Academy's award-winning bimonthly magazine of the U.S. actuarial profession, offers diverse perspectives and innovative ideas across all practice areas.

<u>Actuarial Update</u>, the monthly newsletter, covers the latest actuarial public policy and professionalism news and issues, highlighting Academy activities in these areas.

Quarterly practice-specific publications include <u>Casualty Quarterly</u>, <u>HealthCheck</u>, <u>Life Perspectives</u>, and <u>Retirement Report</u>.

Delivered every Friday, *This Week* compiles a week's worth of breaking news, updates, events, and media coverage in one convenient, easy-to-read publication.

CE HOURS **12.5** 

18.3

The Academy produced more than 300 documents in 2024, including:

100+ newsletters16 issue briefs9 policy papers3 practice notes49 comment letters



## Webinars, Seminars, and Events

Members have access to a library of archived webinars; reviewing the materials can provide free continuing education (CE) credits. Members and many public stakeholders have access to numerous professionalism and public policy educational events and resources, ranging from 30+ webinars to in-depth, hands-on seminars and symposia. Content for these events spans all practice areas and feature a wide variety of subjects relating to public policy and professionalism:

**Envision Tomorrow, the Academy's Annual Meeting** 

27 Life and Health Qualifications Seminar

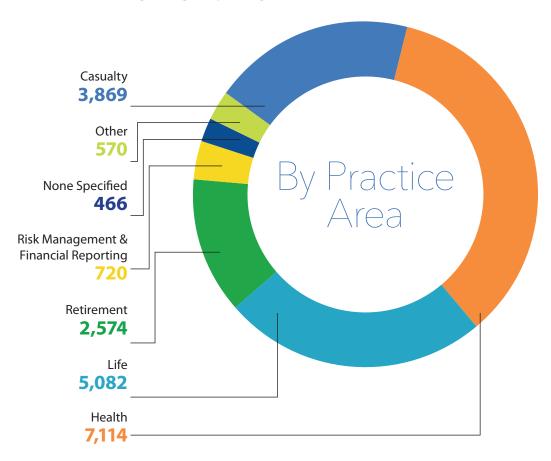
13.8 Seminar on Effective P/C Loss Reserve Opinions

23.4 PBR Boot Camp

Casualty Loss Reserve Seminar (jointly presented with the CAS)

### The Academy Membership

In 2024, the Academy Membership Department delivered tremendous value to members, including through responding to stakeholders' needs



The following members received awards at the Envision Tomorrow—2024 Annual Meeting:

Robert J. Myers Public Service Award Fred Andersen

Jarvis Farley Service Award Alfred Bingham

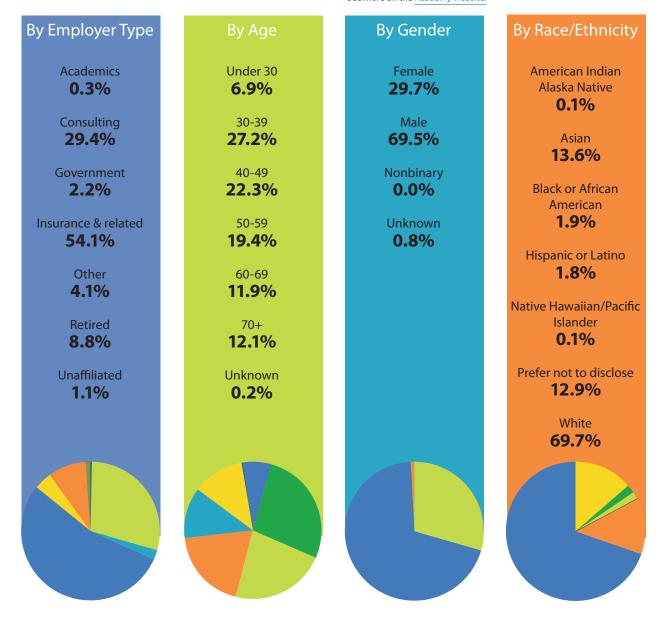
Outstanding Volunteerism Award Rhonda Ahrens Nancy Behrens Michelle Iarkowski Rebecca Sheppard Rising Actuary Award Emma Casehart Joe Dorocak Tina Kang Kirsten Knutson Christopher Lombardi Margo MacKenzie Isabelle McCullough Amanda Muhlbaier

Award for Research
Doron Samuell



## **2024 Academy Awards**

## Membership By the Numbers See more on the Academy website.





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# booking Ahead

At the close of 2024, the Academy was engaged in extensive planning to support and enhance its service to over 20,000 members, the U.S. actuarial profession, and the public in 2025. Plans include a celebration of the Academy's 60<sup>th</sup> anniversary year through events and publications that reinforces its critical role as the voice on professionalism and public policy in the United States.



The Academy plans to build on its tradition of service in familiar ways while engaging new initiatives to engage members, volunteers, and external stakeholders. These efforts aim to advance professionalism through self-regulation activities and drive impactful public policy work by providing an objective and balanced actuarial perspective on a wide range of issues. Highlights of what's ahead include:

- ▶ The launch of advanced communication and project collaboration platforms designed to support our volunteers' critical committee work and foster member and volunteer communication and inclusion. This includes the launch of Higher Logic platform which will facilitate online Academy committee and group communication, leveraging the diverse knowledge and experience of members. The Box platform will enable user-friendly, online collaboration among volunteers and staff on Academy projects. The ongoing transformation of the Academy volunteer experience will be guided by insights gathered from the Academy's inaugural volunteer feedback surveys conducted in January 2025.
- ▶ Education and recruitment campaigns focused on enhancing the value of the MAAA, including educating members, prospective members, and stakeholders about the new membership requirements effective in 2026, and topics related to the basic and foundational knowledge specified in the Academy's Competency Framework. The Academy is monitoring and planning new ways to inform about the more than 1,400 references to the Academy and MAAA designation in laws and regulations.
- ▶ The launch of a **new Academy website** offering a state-of-the-art user experience, navigation, and access to resources. Members can look forward to more compelling stories and resources that showcase the profession, the Academy, and member stories through podcasts, videos, animations, social media, news media, and other communication formats.
- ▶ New engagement approaches on actuarial public policy issues in the critical first year following the 2024 elections. A key initiative is the launch of an online Public Policy Clearinghouse, providing external audiences—

- including newly elected officials and regulators—with access to both legacy and cutting-edge Academy analysis, research, policy papers, issue briefs, and resources to be released in 2025. The Academy's springtime Capitol Hill and agency visits will continue to focus on health, casualty, retirement, while expanding to include participation from the Life Practice Council.
- ▶ The Academy will advance its mission through **new** events, webinars, and presentations to meet members' continuing education (CE) and other **professional needs.** These efforts will also highlight the value of Academy membership, actuarial perspectives, technical approaches, and the profession's self-regulation to external stakeholders and thought leaders. New initiatives include Academy health, retirement, and life practice public policy seminars and symposia, along with a range of webinars and speakers bureau presentations. These will cover updated standards, public policy developments and research, and other key topics. Members will continue to have access to archived webinars and an expanding catalog of resources, including event recordings and issue papers, available through the Academy Learning platform.
- ▶ The Academy will further strengthen and expand its commitment to incorporating more voices in its work with new and closer engagements and collaborations with affinity groups representing different segments of the profession, supporting the future pipeline of actuarial talent, and promoting inclusive community-building. Efforts will focus on amplifying diverse viewpoints within the Academy and its work. Broader engagement and exposure of the Academy and our work will align with greater communication of the value of the MAAA designation to current and future actuaries.
- ▶ The Academy will implement **operational improve- ments,** including investments in new technology to
  better serve our members and other stakeholders, and
  succession planning within each functional area to
  reinforce the Academy's resiliency and sustainability,
  ensuring continued member value and efficient operations for the future.