

Double for Five

Background

The Investment Council has developed a plan for investing surplus funds for the benefit of Section membership. Our goals:

- **Content with value.** Deliver substantive benefits, with a primary focus on professional development content. Value delivered should be commensurate with spend; i.e., nothing frivolous.
- **Increase membership.** If membership increases, this indicates we have increased the value of section membership in a meaningful way. It also increases the financial capabilities of the section to continue delivering an increased amount of valuable content.
- **Sustain it.** Deliver these benefits in an on-going way over some reasonable period to have a meaningful positive impact on the perception of the value of being a member of the section; i.e., not a flash in the pan.
- **Improve it.** Future councils will have more information than we do regarding how best to serve the membership in future years. This continuous improvement is an intentional part of the plan. This plan simply sets a high bar for future councils to deliver increased value to our membership and lays out a process for clearing this higher bar.

Double for Five

This recommendation is an exciting plan to double the value of Investment Section membership over the next five years. We believe that it will deliver valuable professional development content to our members. It is our hope that this increased value will also encourage others to join the section. We will gather feedback throughout the period and seek to improve the initiative.

The initial plan includes five key initiatives:

- Four to six webcasts per year. Spread throughout the year with a balance between pension investment, insurance investment and general actuarial investment topics.
- A contest for the best *Risks and Rewards* article. Similar to our biennial Redington contest, but focused on articles written for our semi-annual newsletter *Risks and Rewards*.
- A contest for best essay. This essay contest will involve a call for essays and publish these in a format similar to the Investment Fallacies eBook published in 2014.

- Provide an increased budget for a significant keynote speaker at our Investment Section Hot Breakfast at the SOA Annual Meeting & Exhibit.
- Provide an increased budget for a significant keynote speaker at the Investment Symposium.

It is our plan to communicate these initiatives and monitor member feedback through periodic membership surveys. As with all Investment Section programs, we will adjust the plan going forward based on membership feedback and experience.