



**Strategic Planning Subcommittee (SPS)  
Thursday, July 3, 2014 – 9:00 am EDT  
Conference Call**

**Minutes**

**Present:**

Fred Rowley, Chairperson  
Rob Brown  
Malcolm Campbell, EC Liaison  
Bob Conger  
Ad Kok  
Cathy Lyn  
Joe Nichols  
Mike McLaughlin, Chairperson, Branding Task Force  
Dave Pelletier  
Alan Rubenstein  
Kurt Wolfsdorf, Chairperson, Revenue Enhancement Task Force

**Regrets:**

Ricardo Frischtak  
Vladimir Novikov  
Junichi Sakamoto

**Staff:**

Christian Levac, Manager, IT and Member Services  
Nicole Séguin, Executive Director

The Chair called the meeting to order at 09:05 (EDT).

1. **Approval of Washington minutes**

The draft minutes of the meeting held in Washington were approved as presented.

*Action Items*

- *Secretariat to post on website. (Done)*

2. **Report of Branding Task Force**

Mike McLaughlin, Chairperson of the Task Force, provided highlights of deliverables for the next meeting. His expectations are that the BTF will submit its final report, including a database/toolkit of branding initiatives undertaken by member associations, in time for the meeting in London. He outlined some of the key points that would be addressed in the report, noting that one of the recommendations would include having a permanent approach for ongoing branding activities/coordination.

### 3. Planning Workflow

At its meeting in Washington, SPS established a Task Force to prepare a paper to outline the timing and responsibilities with regards to the committee workplans. The Task Force was comprised of: Malcolm Campbell, Joe Nichols, Cathy Lyn and Christian Levac. Malcolm provided a brief outline of the paper and welcomed input from SPS members. The following comments were made:

- The workplans should follow the budget cycle; hence final committee budgets will **typically be due in August each year for the following year's budget.**
- Last 3 items for 2014 may need to move down one month as it would be difficult for committees to discuss and deliver the workplans in the same month.
- **Suggestion to add another item in August/September 2015 for "Initiate draft of workplan" which would be discussed at the face-to-face meeting in October 2015.**

It was agreed that the Leaders Forum should be consulted in London as to the feasibility of the proposed timing.

#### *Action items*

- *Malcolm will update the document which will be forwarded to the EC for its upcoming review of the workplans. (Done)*
- *The Secretariat will include the workflow paper on the agenda for the Leaders Forum in London. (Done)*

### 4. Review of Committee Workplans

Fred thanked SPS members for having reviewed quickly the committee workplans. He asked SPS to provide some brief comments:

- **Insurance Accounting (Dave Pelletier):** Lots of activities which are supportive of the strategic objectives. He felt that the activities were necessary in light of the work being undertaken by the IASB. The template was not followed but it laid out the activities effectively, which meant that some project leaders were not always identified.
- **Pensions and Employee Benefits (Alan Rubenstein):** Similarly to Insurance Accounting, this committee has many activities and Alan wondered whether it was attempting to do too much and beyond the scope of its mandate. The project leaders are always the same and it was confirmed that the leadership has had difficulties finding volunteers.
- **Professionalism (Joe Nichols):** From an overall perspective, the workplan was complete. He noted that some of the activities may fall outside of the strategic objectives, but there was no concern so long as committees are contributing to overall goals of the IAA; which could indicate action plans may need to be updated or added to the Strategic Plan.
- **Enterprise and Financial Risk (Malcolm Campbell):** Several activities were duplicated across several SO's; the format was not utilized and missing much of the required information. Secretariat staff (Amali Seneviratne) will be asked to help put the information in the template format.
- **Advice & Assistance (Bob Conger):** Activities primarily undertaken in SO4, but may require some cross-reference to other SO's. Several suggestions for improvement which will be passed along to the leadership. Stronger goals for the Africa Subcommittee should be considered.
- **Social Security (Bob Conger):** Their workplan is consistent with current activities and

involvement with supranational organizations. Their suggested activities under SO6 appear to be relevant and should be carried forward into concrete action plans. Secretariat staff (Amali Seneviratne) will be asked to help put the information in the template format.

- **Actuarial Standards (Ad Kok):** Very detailed workplan which met the TORs and SO's. One suggestion to add an item to keep Professionalism Committee informed in time-schedule.
- **Supranational Relations (Cathy Lyn):** Lists ongoing activities, but require next steps to ensure that relationships are taken to the next level. Future of the committee will be discussed in London.

Christian was asked to remind SPS members who had not submitted a response, to do so via the listserv. Fred indicated he intended to present a verbal report at the next EC meeting, and a more complete report for the August EC meeting.

Fred reminded SPS members that a group comprising himself, Alan and Vladimir would develop an SPS workplan. Alan also suggested preparing a note for the next call on how we focus on strategy.

The following suggestions for improvement were made for the workplan template:

- Combine the quarterly targets into a single timeline column.
- Add a secondary objective column to cross-reference activities that may also touch upon another SO.
- Add a column for KSI (Key Success Indicators) and ask committees to populate this section.

#### *Action items*

- *Fred, Alan and Vladimir will prepare an SPS workplan.*
- *Alan to prepare a note for next SPS meeting on how we can focus on strategy*
- *The Secretariat will circulate the comments from SPS to committee chairs. (Done)*
- *The Secretariat will update the template based on the comments provided by committee chairs and SPS members, and include it on the agenda for the Leaders Forum in London. (Done)*

## **5. Adjournment and Next Meeting**

There being no further business to discuss, the meeting was adjourned at 10:20 am EDT. The next meeting will take place in London in September.

*Respectfully submitted,*

*Christian Levac*