Communication in 2010

Presented to:
IAA Presidents’ Forum
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Communicating with Members

- SOA Communication Channels
- Constituencies
- Lessons Learned
  - Timeliness, credibility, coordination
  - Bidirectional (Two-way) communication
- Handling dissent
SOA Communication Channels

- Blog, Speaking of Actuaries
- Twitter, http://twitter.com/prezmike2010
- Conversations with the 2010 President
- Actuarial club visits
- Interactive Leader Sessions—coming soon
- Monthly column in SOA News Today
- Bi-monthly column in The Actuary
- Media outreach
Constituencies

- Members
- Candidates, students
- Employers
- Academia
- Regulators
- The Media
- The Public
Lessons Learned

- Need for transparency
- Very frequent
- Silence won’t work
- Be positive, be proactive
- Power of one dissenter
- Accentuate the positive!
Discussion
SOA Board Code of Conduct

- Individual Conduct
- Financial Responsibility
- Conflict of Interest
- Board Commitments
- Relations among Board Members
- Confidentiality
- Public Statements
- Support of Board Decisions
- Relations with SOA Staff