

# Communication in 2010

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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

