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# Cooperation - The Sole Aim of The American College of Life Underwriters

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THE S. S. HUEBNER FOUNDATION FOR INSURANCE EDUCATION  
DIETRICH HALL, 3620 LOCUST ST.  
PHILADELPHIA 4, PA.

Delivered before the Million Dollar Round Table  
Cincinnati, Ohio, Saturday, September 17, 1949

COOPERATION--THE SOLE AIM OF  
THE AMERICAN COLLEGE OF LIFE UNDERWRITERS

by

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I bring you greetings today from the Trustees and Officers of the American College of Life Underwriters. The Million Dollar Round Table and The American College were officially created within the same year. They have marched together cooperatively ever since in the interest of career life underwriting, and I know will continue to do so. Your organization represents in career life underwriting all that is best by way of attainment in quality production. The American College is most happy to cooperate with the Million Dollar Round Table in every worthwhile effort, just as I hope your organization will cooperate with the American College.

ANOTHER YEAR OF PROGRESS

I am happy to report that the American College has experienced another successful year. This year 2967 candidates took examinations at 148 accredited universities and colleges in 44 states, the District of Columbia and Hawaii, as compared with 2885 candidates last year, the previous banner year in the College's history. In all, 3944 examinations were taken during the last year as compared with 3752 examinations last year, also the previous banner year in the College's history. Two hundred

forty-nine organized study groups were conducted last year in 153 cities, with an enrollment of 4194, as compared with 243 groups last year in 135 cities with an enrollment of 5046. Thus far, 3590 candidates have completed all of their C. L. U. examinations; while approximately another 5746 additional candidates have completed one or more examinations and are thus on their way to the C. L. U. designation. In all, therefore, 9336 candidates have demonstrated their knowledge by examination in all or some of the prescribed parts of the C. L. U. program. And it is safe to assume that another 5000 (and I imagine 10,000 would be more accurate) have mastered much of the C. L. U. program through study in organized groups, although they did not see fit to undertake the examinations. This year, I should add, 341 candidates completed all of their examinations, as compared with 250 last year.

In only one important respect did we fall behind last year, namely in the number of new candidates undertaking examinations for the first time. These new candidates numbered 1264 this year, as compared with 1494 last year. This setback perplexes us a good deal and I hope that the millionaires in life insurance, as well as agency management and company officials will cooperate with the College to correct this wrong situation.

#### THE COOPERATIVE OBJECTIVES OF THE AMERICAN COLLEGE

The American College is devoted entirely to life insurance as an institution. It aims to further life underwriting in every way possible with respect to knowledge of subject matter and professional attitude. Industry, character and aptitude are presumed in every calling, but knowledge of subject matter and professional attitude to clientele may

not be presumed. They must be acquired through hard study and painstaking daily practice of a character to engender a religious belief that rightness of action, based on knowledge of subject matter, is always the best policy. So the American College has for its sole purpose, in a cooperative way with all life insurance groups, the furtherance of these two outstanding objectives. Specifically stated, the American College aims to further the following objectives:

(1) To hasten the professional realization in the calling of life underwriting through adequate knowledge of the subject matter involved, and as a result of such knowledge, the adoption of the proper professional attitude. In this way only, may the life underwriting calling acquire professional dignity through public recognition. Through the C. L. U. program, I believe that within another generation life underwriting will be accepted generally by the public as a profession comparable to other so-called "time-honored professions". I am not criticizing. Life underwriting is simply a newcomer, compared with other professions, and requires a few decades for the accomplishment of the ideal I have in mind.

(2) To bring about a proper reflection of the science of life insurance and life insurance professional procedure into the educational system of the nation on a collegiate level. From its very beginnings the American College has done its best to cooperate with universities and colleges throughout the nation in arranging study courses and in finding teachers of insurance, so that life underwriting might attain its proper status of

public dignity in our educational system when compared with other professions which have always sought the cooperative help of universities and colleges.

(3) To encourage and foster the training of students in universities and colleges for the career of professional life underwriter. Today 110 universities and colleges are cooperating with the American College in making available all or a substantial part of the C.L.U. program for instruction purposes. Before long the number of cooperating institutions will be much larger. Of this year's 249 organized C. L. U. study groups, considerably over half were conducted under collegiate sponsorship either solely or jointly, and about two-thirds of all enrolled candidates were in groups under full or partial collegiate sponsorship.

(4) To cooperate with universities and colleges in general life insurance education for lay students, since the subject is regarded as fundamentally important and well worthy of incorporation into business schools' curriculum. Practically every leading university and college in the country is seeking to establish the subject of life insurance in its program of study. A recent detailed survey, prepared by Dr. David McCahan and Mr. Morris Hamburg for 1947-48, shows that a total of 250 institutions of higher learning in the United States were offering 853 insurance courses with a total enrollment of over 41,000. Of these courses, 237 were general or survey courses for the lay student (with far the largest enrollment) while the others were

special courses covering the various kinds of insurance in more advanced fashion. Compared with 1938-39 (nine years previous), the present number of courses shows an increase of 46%; the reported enrollment, an increase of 120%; and the reported class hours of all students in the courses, 125%. Just think of the public relations value of such lay courses to your calling! Just think of the thousands of graduates returning each year to their respective communities (having had a well organized course in the nature and uses of life insurance) as the friends of insurance, as businessmen, as civic leaders, as teachers, as family heads, and as our representatives in legislative halls!

As I explained last year, the only problem just now is to find the necessary number of teachers. This we are seeking to solve through the S. S. Huebner Foundation for Insurance Education, established eight years ago by a large number of contributing life insurance companies, and managed under the auspices of the University of Pennsylvania. This Foundation is cooperating with universities and colleges everywhere in the preparation and assignment of insurance teachers. It is also cooperating closely with the American College, just as the College cooperates most closely with the Foundation.

(5) To promote research in the field of life insurance and the preparation and publication of textbooks and other material deemed essential to the fullest realization of the College's program of study in all the fields of knowledge with which a life underwriter should be acquainted. Many volumes, brochures

and editions of study supplements have already been issued by the College. Just now the College is engrossed in the task of having adequate text material prepared to meet the requirements of Part E of the C. L. U. examinations, as well as its Management examinations. In this task the College is cooperating with the Agency Management Association and every other interested segment of the life insurance industry.

I hope that in these few minutes I have given you some idea of how the American College, through cooperative action, is seeking to benefit the institution of life insurance; in fact, that cooperation is the sole aim of our college.