

7-11-1973

Report of Activities: Educational Policy Board - The American College of Life Underwriters

The American College of Life Underwriters

Follow this and additional works at: http://digitalcommons.theamericancollege.edu/archival_documents

 Part of the [Finance and Financial Management Commons](#)

Recommended Citation

The American College of Life Underwriters, "Report of Activities: Educational Policy Board - The American College of Life Underwriters" (1973). *Archival Documents*. Paper 52.
http://digitalcommons.theamericancollege.edu/archival_documents/52

This Article is brought to you for free and open access by the Archives at TAC Digital Commons. It has been accepted for inclusion in Archival Documents by an authorized administrator of TAC Digital Commons. For more information, please contact John.Whitham@theamericancollege.edu.

REPORT OF ACTIVITIES
Educational Policy Board
The American College of Life Underwriters

July 11, 1973

The By-Laws of the American College assign to the Educational Policy Board responsibility for recommending policy and monitoring the progress of the educational programs of the College, including the C.L.U. Diploma Program and such specialized learning experiences and other study programs as are under the exclusive province of the College. This includes reviewing student development activities designed to increase the number of new candidates, active candidates, C.L.U. completers, and those engaged in specialized career study. The Educational Policy Board also makes policy for and generally oversees the character of examinations, the grading plan used for these examinations, and the rules and regulations regarding the granting of examination credit. In addition, effective with the 1972-73 year, the Educational Policy Board has responsibility for policy making and broad supervision of learning research and development activities.

This report summarizes current American College activities that are of special interest to the Educational Policy Board and reports action taken in March by the EPB to implement academic activities in 1973-74.

Current Activities

Under each of four principal areas, the College has the following current ongoing activities.

Curriculum

C.L.U. Diploma Program:	ten-course integrated curriculum (upper-collegiate level)
Advanced Underwriting:	Advanced Estate Planning (graduate-collegiate level) Pension Planning (graduate-collegiate level)
Management Education:	Modern Management (upper- Management Decision Making (collegiate Performance Management (level
Other:	Group Insurance (upper-collegiate level) Personal Investments (graduate-collegiate level)

Student Development

	<u>1971-72</u>	<u>1972-73</u>
New Candidates	7,200	8,000
C.L.U. Exam Registrations	43,200	44,100
¹ Advanced Estate Planning Registration	233	1,740
¹ Management Registrations	374	924
Other Certificate Course Exam Registrations	468	310

Examinations

	<u>1972</u>	<u>1973</u>
Taken in January: five C.L.U.	20,105	19,912
¹ one Management	---	273
Taken in June: ten C.L.U.	20,196	21,289
¹ three Management	323	382
¹ Advanced Estate Planning	209	737
Pension Planning	326	162
Group Insurance	56	80
Personal Investments	45	32

Learning Research and Development

Projects:

C.L.U. Cassette Review Program: Further validation of the 10 highly successful supplementary audio cassette review sets designed for use by C.L.U. students in reviewing for examinations. Ongoing program under the direction of the Department of Curriculum Development.

Advanced Estate Planning: New 24-assignment learning experience introduced this year for C.L.U.s, attorneys, trust officers, accountants and other members of the estate planning team. Further validation underway in cooperation with the Department of Advanced Underwriting.

Mathematics of Life Insurance: Supplemental 7-assignment learning tool for C.L.U. Course 1 students. Designed and implemented in cooperation with the C.L.U. Curriculum Department.

C.L.U. Update: Currently under development in cooperation with the Department of Advanced Underwriting, this first self-assessment program for C.L.U.s will be entitled Tax Essentials: Businesses and Their Owners. Consists of audio cassettes, response book, and optional self-administered test.

¹Estate Planning (EP-1) and Management (AM and CM) were last offered in 1971-72; these have been replaced by the new Advanced Estate Planning learning experience, and the new 3-course Management Learning Series respectively. Examinations over these new courses were offered for the first time in 1973.

Career Growth Program: Development of an integrated program for monitoring individual student development, providing personalized career growth profiles, and compiling information for selection of individual career learning opportunities.

Additional Graduate-Level Courses: Two additional graduate-level courses are being prepared for introduction in 1974-75. Advanced Pension Planning, which will succeed the current Certificate Course in Pension Planning, is being developed in cooperation with the Department of Advanced Underwriting. Personal Financial Management, a graduate-level course designed to replace the current Personal Investments Certificate Course, is on line for development and testing in cooperation with the Department of Finance.

Test-Wiseness: Evaluative tool and companion learning experience to help adult test-takers who may be unfamiliar with testing design and techniques.

Conversations: Experimental series of occasional video and audio communications experiences for selected executives in business, the professions and education. The first program, dealing with financial institutions and featuring Dr. Eli Shapiro, is being undertaken during 1973.

Test Analysis: A comprehensive test analysis program, the long-term goal of which is to increase the College's internal capability for data processing and preparation of statistical reports and examination feedback to C.L.U. students.

C.L.U. Study for New Recruits: Experimental C.L.U. Course 1 class for persons newly recruited into the insurance business. The objective of the class has been to learn more about career motivation and manpower retention as they apply to insurance "rookies."

Class of '76 Research: Ongoing study of 1971-72 C.L.U. matriculants to learn more about relationships among such variables as previous education, experience, family background and motivation for entering the program.

Single-Concept Learning Experiences: Identification of areas of particular interest or difficulty for students, and the planned development of "mini-courses" to improve understanding, retention and ability to apply what is learned. A forerunner of these programs, on the human life value concept, is expected to be available in 1974.

Computer Assisted Instruction: Experimental use of the computer for instructional purposes is continuing. A computer assisted instruction project is under way and further monitoring of computer managed instruction is in progress.

Services:

Instructional Technology: Manufacturers Life Insurance Company representatives recently participated in an initial workshop in instructional technology conducted by the College. The College's learning systems team presented the workshop and continues to provide follow-up consultation to the Company for educational programs in advanced underwriting. Similar learning systems work related to company education and training techniques is under discussion with the Prudential Insurance Company.

Uniform Hospital Discharge Data Set: Under contract to the Hospital Research and Educational Trust, the College has developed an educational program for hospitals that will stimulate the collection and use of medical data. This sight-and-sound project is now complete.

Quality Assurance Program: The American Hospital Association has contracted with the College for the development of a 16 mm, color motion picture on quality assurance procedures for hospitals. The project is now complete, and the film will be used for informing and motivating hospital administrators and medical staffs regarding the importance of maintaining quality standards in modern hospitals.

Needs Analysis: Under contract with the Hospital Research and Educational Trust, the College has submitted a completed report entitled "Needs Analysis for an Orientation Program for Hospital Management Engineers." Conclusions and recommendations as to the feasibility of such a program were provided for review by the HRET and the Hospital Management Systems Society of the American Hospital Association.

Actions Taken During the Year

The Educational Policy Board approved by mail ballot certain curriculum revisions, additions and other adjustments for 1973-74. These are outlined in the summary attached to this report.

PROPOSED CURRICULUM REVISIONS, ADDITIONS AND OTHER ADJUSTMENTS
FOR 1973-74

American College of Life Underwriters
March 1973

C.L.U. Curriculum

Additions or Deletions to the C.L.U. Suggested Reading List:

- a. Addition of the Mathematics of Life Insurance Learning Aid in C.L.U. Course 1.
- b. Addition of Gregg and Lucas' Life and Health Insurance Handbook as an option to Readings in Group Insurance in C.L.U. Course 3.
- c. Deletion of the U.S. Master Tax Guide in C.L.U. Course 5 coupled with the addition of a 1973 Supplement to Stanley and Kilcullen's Federal Income Tax Law.
- d. Addition of a Practice Set in Accounting in C.L.U. Course 7.
- e. Deletion of Russell and Black's Human Behavior and Life Insurance in C.L.U. Course 9 coupled with the addition of Russell and Black's Human Behavior in Business.

Revised Editions of Recommended Readings:

- a. Use of the third edition of Gregg and Lucas' Life and Health Insurance Handbook in C.L.U. Courses 1 and 2.
- b. Use of the fourth edition of Turnbull, Williams and Cheit, Economic and Social Security in C.L.U. Course 3.
- c. Use of the ninth edition of Samuelson's Economics in C.L.U. Course 8.
- d. Use of a revised edition of Stephenson and Wiggins, Trusts and Estates in C.L.U. Course 10.

Personal Investments Certificate Course

It is proposed that Personal Investments, to undergo comprehensive revision or be replaced by a new course in personal investments for 1974-75, not be offered for examination purposes during 1973-74. This will enable the College to devote its resources through learning systems techniques to the development of a new course format to be offered next year. Thus, potential personal investment students will be encouraged to wait one year rather than devoting study time to dated materials. However, available current Personal Investments Study Guides may be obtained by students should they wish to study this subject in the coming year without examination.

Group Insurance Certificate Course

It is proposed that Group Insurance, for which study materials have become dated, not be offered for examination purposes in 1973-74. A new specialized course encompassing group insurance is anticipated as soon as study materials of the appropriate quality and content level are available and may be incorporated into the learning systems design of the new course. Current Group Insurance Study Guides may be obtained by students should they wish to study this subject in the coming year without examination.

CLU UPDATE

As part of their career learning activities, many C.L.U.s have requested a unique type of learning experience that will (a) serve as a refresher course to update their knowledge of selected areas of timely interest to field underwriters, and (b) relate to effective utilization of that knowledge in life underwriting activities.

In response to these requests, the CLU UPDATE program has been conceived. CLU UPDATE will be a series of relatively brief C.L.U.-level learning experiences, featuring audio cassettes and response booklets, the content of which is centered on a specific interest or activity and is drawn from several C.L.U. Courses.

The first CLU UPDATE offering, to be available during 1973-74, will be Tax Essentials: Businesses and Their Owners. The content of this offering will be a reflection of integrated learning objectives primarily drawn from C.L.U. Courses 4 (Pension Planning), 5 (Income Taxation), 9 (Business Insurance), and 10 (Estate Planning and Taxation).

CLU UPDATE design and validation will be under the direction of the College's Department of Advanced Underwriting Education in cooperation with the Department of Learning Systems and Testing. Although CLU UPDATE offerings will not culminate in a supervised examination and no certificate is being awarded, C.L.U.s will be encouraged to complete a short feedback test and questionnaire to be returned to the College for inclusion in their career profile records. The price of the Tax Essentials learning experience will be finalized as soon as cost studies are completed; preliminary estimates suggest a price under \$50 for a package of materials including audio cassette tapes, response booklets, feedback test, and related materials.