



2014-2015

Benchmarking Survey of

LOMA Education Practices:

Part Two

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Introduction

The 2014-2015 Benchmarking Survey of LOMA Education Practices: Part Two is the eleventh edition of a periodic survey that began in 1972. As with previous editions, the main purpose of this survey is to enable companies to compare their policies and procedures relative to norms established by the insurance and financial services industry with respect to LOMA education programs. All participants in the current survey were Primary Educational Representatives (Ed Reps) who had been designated by companies to administer LOMA education programs.

A “company” is that entity for which an Ed Rep has been designated. In some instances, companies (i.e., corporate entities) designate more than one Primary Ed Rep to facilitate educational administration, usually in the case where there are large regional offices to consider. To maintain consistency, each entity with its own Primary Ed Rep is considered a “company” in these results.

Part Two of the Survey was conducted during late April through mid-May 2015. A total of 1,172 Primary Ed Reps worldwide were surveyed. Responses were received from 129 of those surveyed, for an overall response rate of 11%.

The survey covers the following topics:

Role of the Ed Rep

Company Use of Educational Technology with Regard to LOMA Education Programs

Communicating with LOMA

Demographics of Respondents

Summary Highlights of Results

Role of the Ed Rep and Demographics of Respondents.

The majority of LOMA Ed Reps

- Serve 1,000 or fewer employees
- Have served as an Ed Rep for less than five years
- Have bachelor or more advanced degrees
- Work in human resources or learning and development departments
- Have administrative-level, middle management, or technical/professional/specialist-level positions

Summary Highlights of Results (Continued)

Company use of educational technology with regard to LOMA education programs.

The majority of LOMA Ed Reps reported that

- LOMANET is overwhelmingly the primary method used for enrolling students in LOMA courses and examinations.
- Their company permits employees to access LOMANET
- LOMANET is flexible and easy to use. In addition, Ed Reps in general are pleased with the responsiveness of the LOMANET Help Desk and the usefulness of the Ed Rep reports provided in LOMANET.
- Their company provides e-mail and Internet access to most of their employees.
- Their company allows employees to enroll in LOMA's highly interactive online designation program courses.
- Their company does not print the assigned PDF study materials for students.

Communicating with LOMA.

The majority of LOMA Ed Reps

- Reach out to LOMA's Contact Center when they have questions or need assistance.
- Gave high marks to the Contact Center's Business Agent knowledge, response time, and professionalism; accuracy of information provided; quality of written communications; and the overall level of service.

Section One: Role of the Ed Rep

Size of Employee Population Served by Ed Reps

A large majority (85%) of Ed Reps responding serve 1000 or fewer employees. See Figure 1. Thirty-four percent serve 100 or fewer, 51% serve between 101 and 1000, and only 15% serve more than 1000 employees. **Note:** Because the responding pool of Ed Reps may have varied from those who responded to Part 1 of this survey, these figures vary from Part 1.

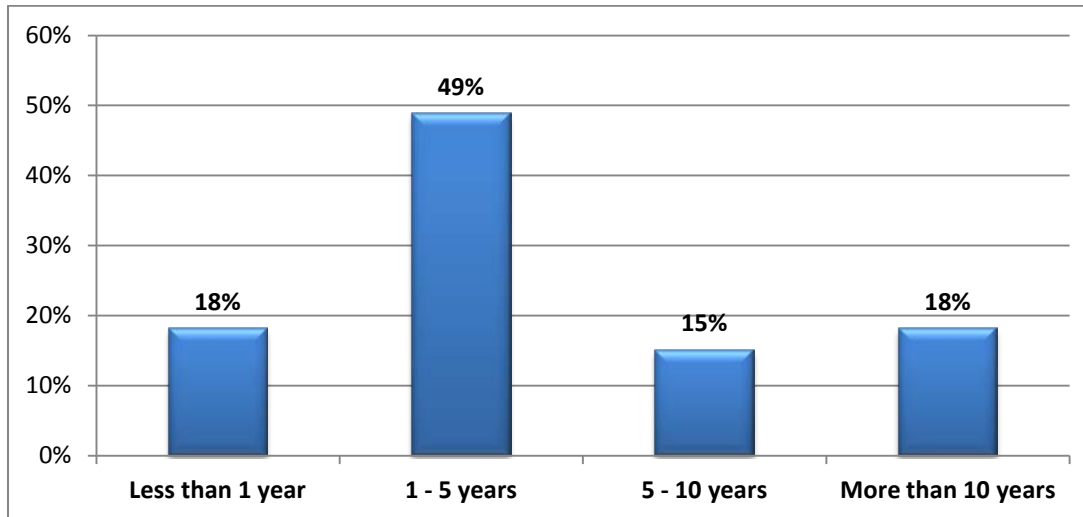
Figure 1.

Number of Employees Served	Response Percent
1 - 100	34%
101- 1000	51%
1,001 +	15%

Length of Service

A majority of Ed Reps (67%) have served in that capacity for less than five years. See Figure 2.

Figure 2.



Section Two: Company Use of Educational Technology With Regard to LOMA Education Programs

Enrollment Methods Used by Ed Reps for LOMA Courses/Exams

The vast majority (96%) of Ed Reps use LOMANET to enroll employees for LOMA courses/exams. Some companies utilize more than one method to enroll employees. See Figure 3.

Figure 3.

Method used by Ed Reps to enroll employees	Response Percent
LOMANET	96%
Paper enrollment forms	10%
Disk / Electronic file enrollment	7%

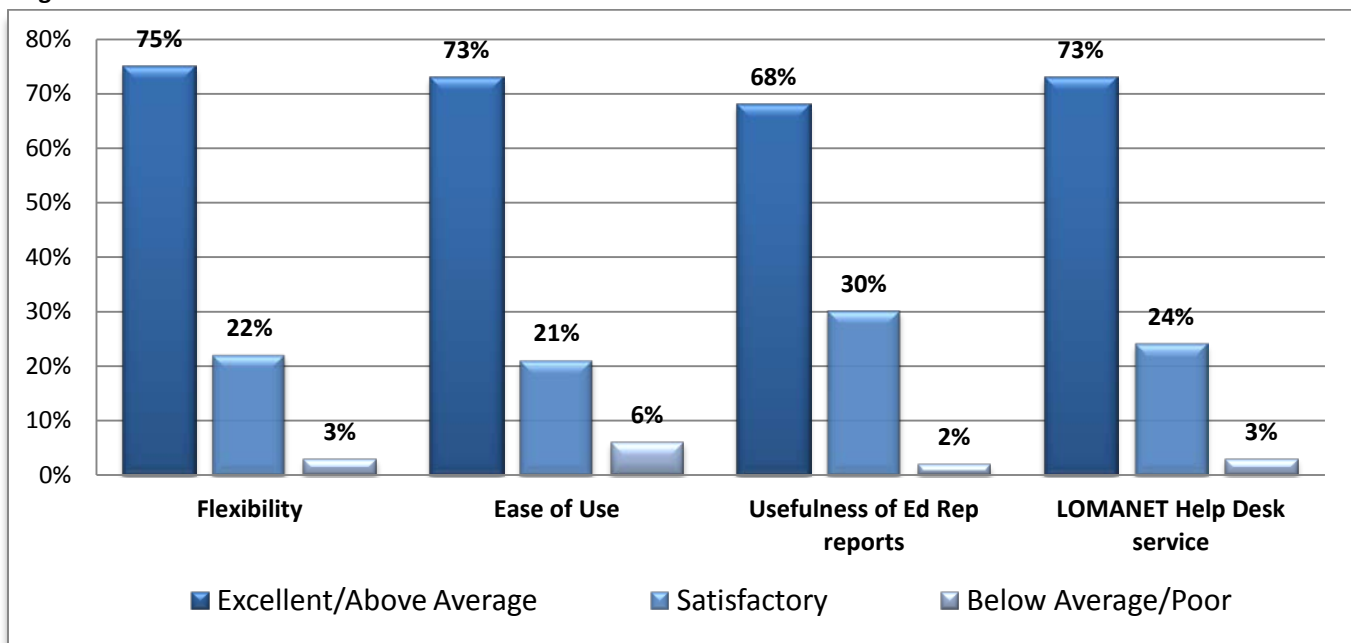
Students' Access to and Use of LOMANET

Almost all students (97%) are permitted access to LOMANET at work. Eighty-eight percent of Ed Reps report that students also use LOMANET to access their student records. However, 65% of Ed Reps still complete the enrollment process for their students.

Users' Overall Perceptions of LOMANET

When asked to rate LOMANET, most Ed Reps (75%) who responded rated LOMANET as excellent or above average with regard to its flexibility. Seventy-three percent rated LOMANET's ease of use and the Help Desk as excellent or above average. With regard to the usefulness of Ed Rep reports, 68% of Ed Reps rated them as excellent or above average. See Figure 4.

Figure 4.



Companies That Have a Learning Management System (LMS)

The survey indicates that 38% of Ed Reps' companies use a Learning Management System (LMS).

Students' Access to E-mail and the Internet

Nearly all Ed Reps (90%) report that most employees in their companies (91 – 100%) have access to e-mail at their desks. See Figure 5.

Figure 5.

Percentage with access to e-mail at their desks	Response Percent
91 - 100% employees	89%
51 - 90% employees	6%
0 - 50% employees	5%

Three fourths of Ed Reps (76%) report that company employees have desktop access to the Internet. See figure 6.

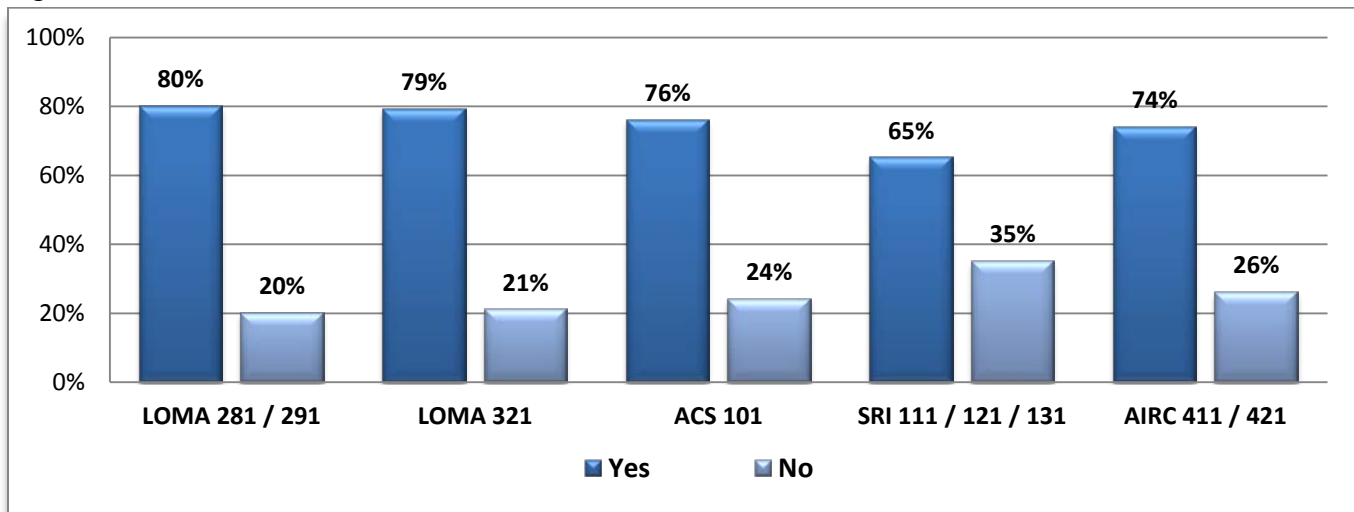
Figure 6.

Percentage with access to the Internet at their desks	Response Percent
91 - 100% employees	76%
51 - 90% employees	15%
0 - 50% employees	9%

Policies on LOMA's Online Interactive Designation Program Courses

Three fourths or more of the responding Ed Reps report that students in their companies are allowed to enroll in LOMA's highly interactive online designation program courses (LOMA 281/291, LOMA 321, ACS 101, and AIRC 411/421). A slightly smaller percentage (65%) of companies allow students to enroll in SRI 111, 121, and 131, LOMA's newest designation program, the Fellow, Secure Retirement Institute (FSRI). See Figure 7.

Figure 7.



Printing of Study Materials (PDFs) Provided Through Course Portal Courses

Only 20% of Ed Reps report that their company prints the assigned PDF study materials available on the course Portals for their students. By contrast, 73% of companies rely on students to print their own copies of the assigned PDF study materials (or to read them online).

Section Three: Communicating with LOMA

First Point of Contact for Ed Reps for Questions or Assistance

The majority of Ed Reps (73%) normally contact LOMA's Contact Center (Office of the Registrar) first when they have questions or need assistance. See Figure 8.

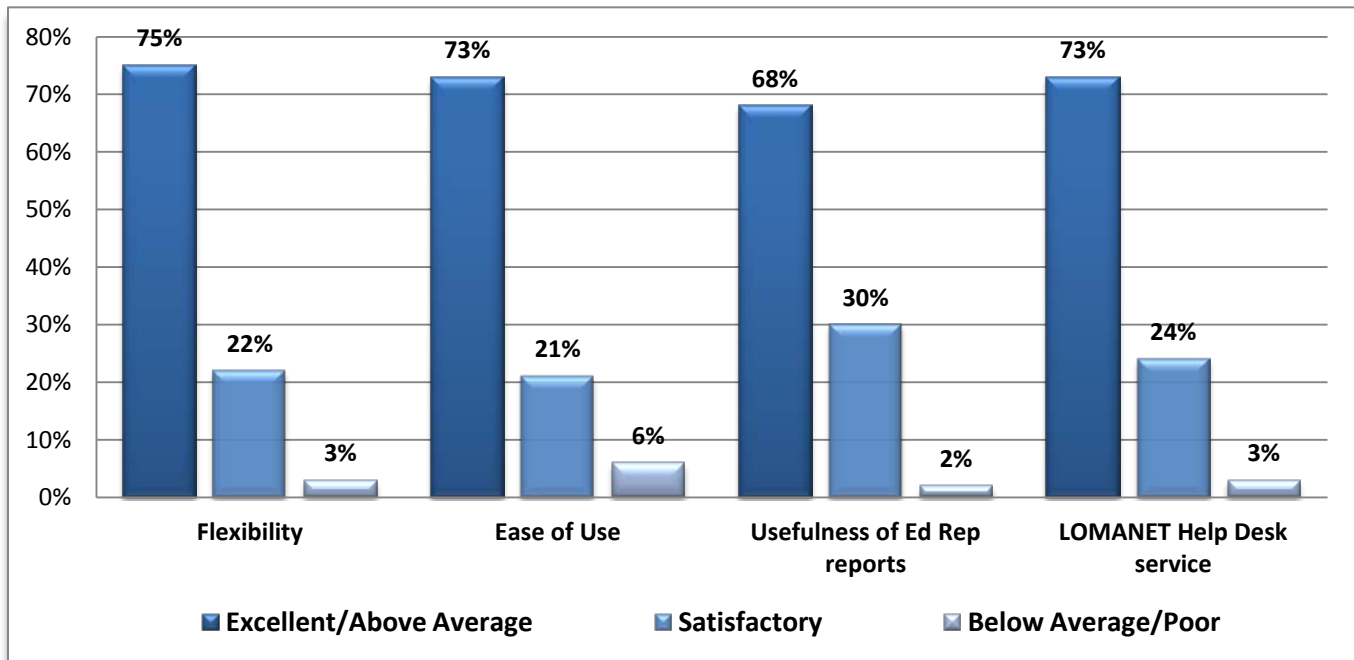
Figure 8.

Ed Reps First Point of Contact for Questions or Assistance	Response Percent
LOMA's Contact Center	73%
Local (In-Country) Sales Representative	12%
LOMA's International Department	9%
Other	6%

Users' Overall Perceptions of LOMA's Contact Center

Overall, Ed Reps rated their experience with the Contact Center/Office of the Registrar as excellent or above average. See Figure 9.

Figure 9.



Section Four: Demographics of Respondents

Primary Lines of Business in Which Respondents Work

Figure 10 shows the primary lines of business in which the responding Ed Reps work. In terms of primary lines of business, the majority of Ed Rep respondents work in individual life (77%), followed by group life (48%), and annuities (48%). See Figure 10.

Figure 10.

Primary Lines of Business in Which Respondents Work	Response Percent
Individual Life	77%
Annuities	48%
Group Life	48%
Group Medical	31%
Individual Retirement	29%
Disability Income—Group	25%
Disability Income—Individual	25%
Reinsurance	24%
Long Term Care	20%
Property-Casualty / Multi-line	20%
Other	17%
Institutional Retirement	14%
Group & Voluntary Non-medical	12%

Functional Area and Job Level of Respondents

Most Ed Reps work in the human resources or learning and development departments of their companies. Although those who work in other areas of their companies are scattered among all functional areas, many Ed Reps work in underwriting, claims, accounting/internal audit/statistical reporting, compliance, general administrative services, customer service/call center, brokerage office management or support, and actuarial.

The majority of Ed Rep positions are either at the associate/technical/ professional/specialist level (24%), the administrative support level (22%), the middle management level (21%), or the supervisor/team leader level (13%). Eight percent are at the senior management level.

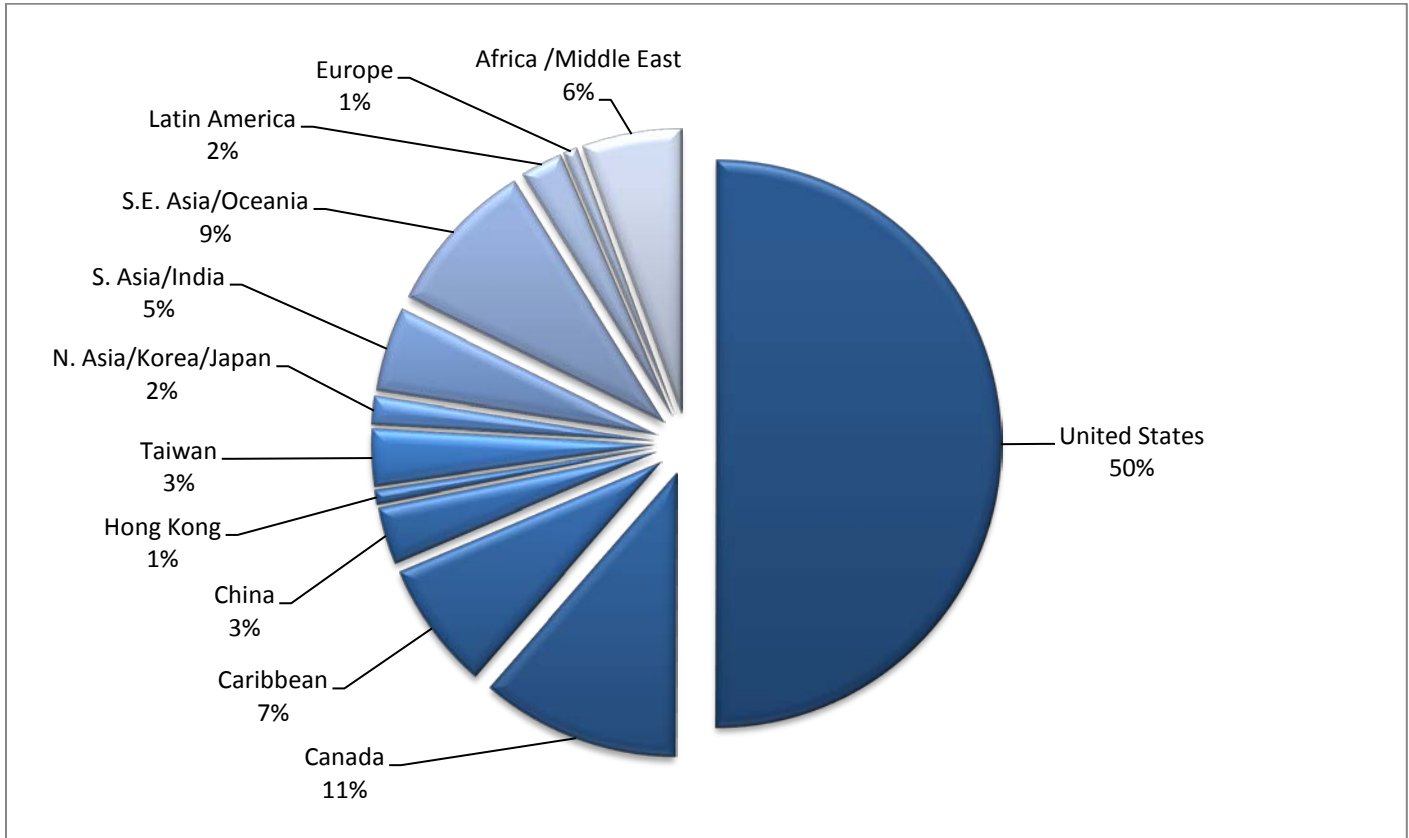
Level of Education

LOMA Ed Reps are well educated, with a total of 70% holding either a bachelor's degree (38%) or more advanced degrees (32%).

Geographic Location of Respondents

In terms of geographic location, half of the Ed Rep respondents (50%), work in the United States and the other half of respondents are located throughout the world. See Figure 11.

Figure 11.



Primary Language of Respondents

Figure 12 shows the primary language of the responding Ed Reps.

Figure 12.

Primary Language of Respondents	Response Percent
English	75%
Chinese	7%
Arabic	5%
Spanish	4%
Vietnamese	3%
Other	3%
French	2%
Korean	1%