

## 2021 Education Committee Priorities

The Education Committee supports and furthers NAFA's core value proposition to promote the understanding and awareness of fixed annuities, advancing the interests of NAFA members, and plays an important role in the Association's education program. The Education Committee will actively promote the value of Fixed Annuities in retirement planning by writing and publishing articles and courses, producing webinars and creating other educational material to aid annuity sales professionals, state and federal elected officials and members of the media in their understanding of the principal features of fixed annuities, their value in retirement planning, their suitability review process, disclosures and advertising practices.

To achieve NAFA's key Education Committee priorities for 2021, members will:

1. Work with the NAFA team, and Membership Committee to direct and develop NAFA curriculum and content in support of membership and education initiatives.
2. Design and direct monthly NAFA Educational Webcasts with topics and speakers identified by the Committee, while providing any support needed to Government, Legal and Compliance Committee on regulatory related special edition webcasts.
3. Utilize data gathered by NAFA to improve attendance, engagement and outcomes of webcasts. Taking a deep dive into historic data to analyze success and creating process improvements as needed.
4. Develop, update and repurpose education papers, fliers, guides and responses for use across NAFA's digital marketing assets, including NAFA.com, AnnuRetirement.com, AMP and social media that are agent-facing and/or consumer-facing and targeted at members and/or prospects.
5. Support the NAFA team in concepting and developing content in support of the fixed annuity industry and Best Interest Standard guidance, content, webcasts and training videos.
6. Work with the NAFA team to develop a marketing plan for NAFA educational resources and monitoring data analytics to create delivery and process improvements.
7. Work with Membership Committee and GLAC committee to develop content in support of cross-over initiatives