

2023 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 principle 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 2023, members will:

1. 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.
2. Work with the NAFA team, and Membership Committee to direct and develop NAFA curriculum and content in support of membership and education initiatives.
3. Develop, update and repurpose education papers, fliers, guides and responses for use across NAFA's digital marketing assets, including NAFA.com, AnnuRetirement.com, and social media that are agent-facing and/or consumer-facing and targeted at members and/or prospects.
4. Support the NAFA team in the development of trimester topics and content in support of the fixed annuity industry, to include written content, webcasts and training videos. Establish a page on NAFA.com to post NAFA and member contributed collateral in support of each topic
5. Develop two virtual meetings for the continued education and interaction of the 2022 Future Leaders Fellowship tapping the expertise of NAFA's Bo Johnson recipients and nominees, along with tenured industry executives.
6. Develop content and assist in the creation of an annuity basics video series about mechanics, features and benefits of fixed and fixed indexed annuities.
7. Work with the NAFA team to develop a marketing plan for NAFA educational resources and monitoring data analytics to create delivery and process improvements.