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**2024**

**Ed Rep Survey:**

**Company Practices Regarding Industry Education**

## Summary Highlight of Results

The purpose of the 2024 Ed Rep Survey was to observe company policies and practices regarding LOMA Education, the rewards for completing courses and designations, and experiences with LOMA products and services.

This survey was conducted during July 2024. It was delivered via a link in an email sent from the education@loma.org email account. The email and the survey were in English and sent to all English-speaking primary Ed Reps worldwide.

### Global Participation at a Glance

Total emails sent	752
Total emails delivered	750 (Delivery Rate = 99.73%, Bounce Rate = 0.27%)
Total emails opened	380 (HTML Open Rate = 22.27%)
Total clicks	75 (Total Click Through Rate = 6.8%)
Click to open ratio	30.54%
Total responses received	80 (10.67% of total emails delivered, 21.05% of total emails opened)

The survey covered the following topics:

- Practices regarding the promotion of LOMA education programs
- Policies affecting employee participation in or access to LOMA programs
- Practices, policies, and preferences for rewarding and acknowledging educational accomplishments
- Social learning and satisfaction with LOMA products and services

The following summarizes the demographic information asked in the survey:

- Responding Ed Reps indicated the primary line of business in which they worked. The top three lines of business were:
  - Individual life (39%)
  - Workplace Benefits (7%)
  - Annuities (7%)
- The top three geographic regions where responding Ed Reps work were:
  - United States (57%)
  - Canada (6%)
  - Other (36%)
- We did not survey secondary Ed Reps in 2024. However, **47%** of responding Ed Reps indicated that they have secondary Ed Reps at their company (Question 6). Other details about LOMA Ed Reps (Questions 4-8) are shown below (largest percentages highlighted in green text).

% responding who serve	% responding who have served for	% responding whose Ed Rep responsibilities are
More than 1,000 employees: 17%	More than 10 years: 27%	Part of their job description: 64% in 2024 vs. 55.7% in 2020
501 to 1,000: 15%	6 to 10 years: 19%	
201 to 500: 14%	<b>1 to 5 years: 41%</b>	Part of their performance evaluation: 45% in 2024 vs. 52.5% in 2020
101 to 200: 17%	Less than 1 year: 13%	
<b>Less than 100: 37%</b>		

## List of Responding Companies

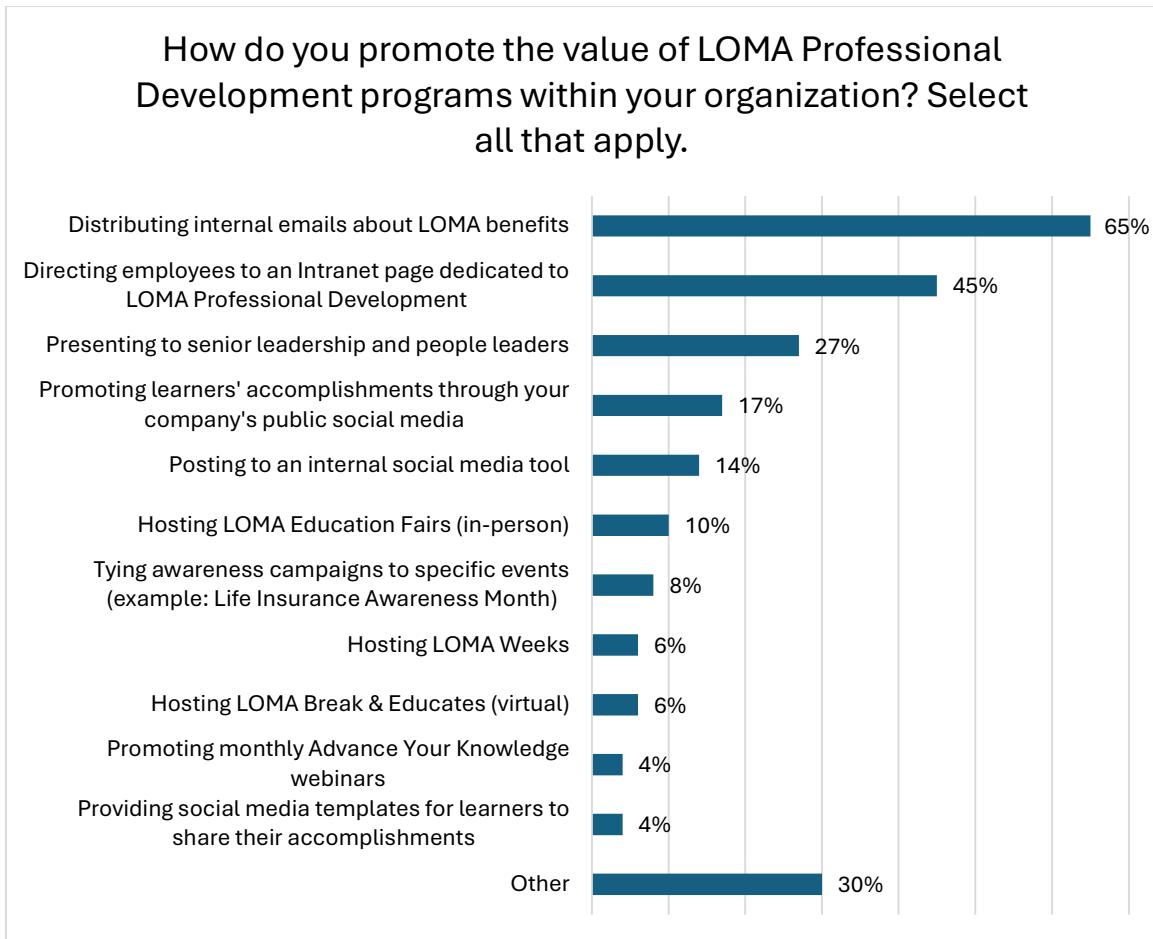
Where multiple responses were received from the same parent company, the company name is highlighted. If the company name was presented exactly the same in multiple submissions, the number of submissions is noted with \*

ALFA INSURANCE	Indiana Farm Bureau Insurance
Americo	Infosys BPM Ltd.
Amica Insurance	Infosys ltd
Arabia Insurance Company	Kansas Insurance Department
Art Jetter & Company	LIDP Consulting Services, Inc.
Assuria Life T&T Ltd	**Lincoln Financial Group
Baltimore Life Insurance	Management Data, Inc
Bankers Fidelity Life Insurance Company	Manulife Singapore
Beneficial Life Insurance Company	MassMutual
Brighthouse Financial	Medmutual Life Insurance Co
Capgemini	Mercer
CDSPI	Mutual of America Financial Group
CHRIST (Deemed to be University)	National Farm Life Insurance Co
Colonial Life Insurance Company (TRINIDAD) Limited	Nationwide
Constellation Insurance/AuguStar Financail	Ohio Department of Insurance
Crump Life Insurance Services	Old Mutual
Dai-ichi Life Vietnam	PPI
Demerara Mutual Life Assurance Society Ltd	RBC Life Insurance Company
Diot Siaci Middle East Insurance Brokers LLC	RF&G Life Insurance Company Ltd
DXC Technology	RiverSource Life Insurance Company
ELCO Mutual Life and Annuity	Royal Neighbors of America
EMC National Life Co.	Sammons Financial Group
Etiqa Life & General Assurance Philippines Inc.	SBLI of MA
ExtService Holdings, Inc.	SCOR Reinsurance Company
F&G	Security National Financial Corporation
Farm Bureau Financial Services	Serenia Life Financial
Federated Insurance	SUN LIFE GREPA FINANCIAL INC.
Financial Markets Inc	Tennessee Farmers Life Insurance Company
Fletcher Financial, Inc	Texas Life Insurance Company
Fortitude Re	Thai Life Insurance PLC.
FWD	The Insular Life Assurance Co., Ltd
Gen Re	THE INSURANCE INSTITUTE OF EGYPT
Genworth Financial India Private Limited	Trinidad and Tobago Insurance Institute
Great Eastern Life Assurance (Malaysia) Berhad	United Coconut Planters Life Assurance Corporation
Guardian Life Limited	United Heritage Insurance
HLA	WAEPA
Illinois Mutual	

**Notably missing: State Farm**

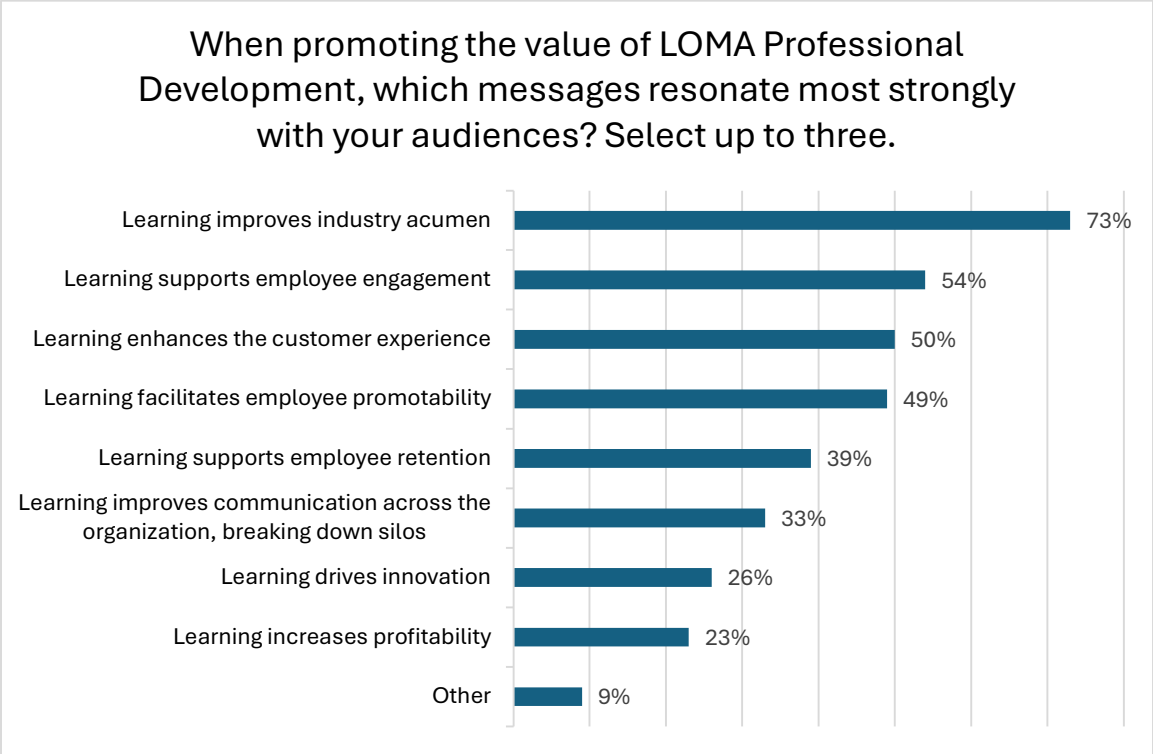
## Practices Regarding the Promotion of LOMA Education Programs

### Question 9.



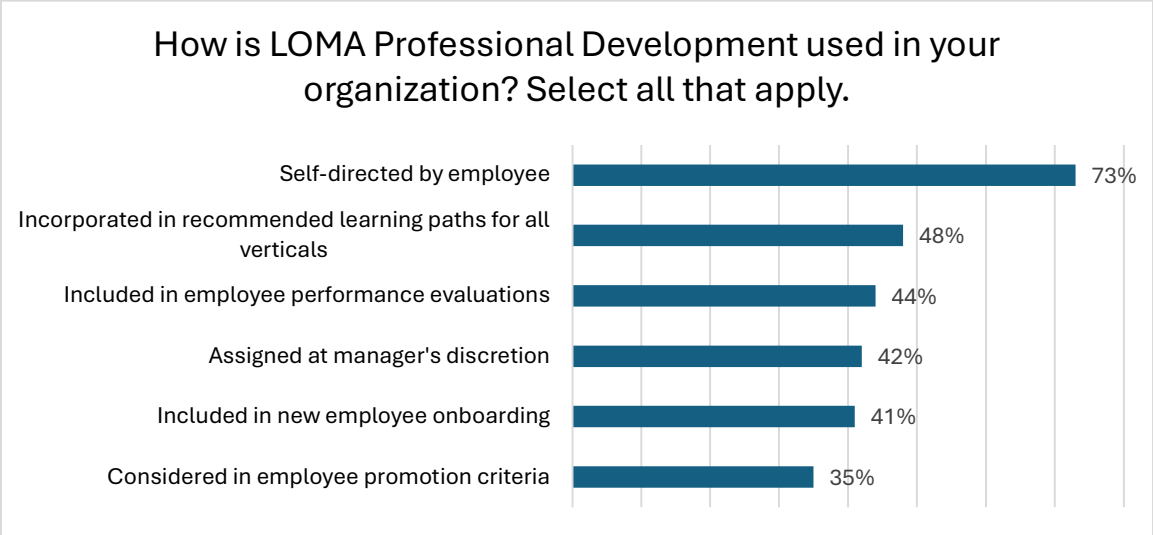
Sixty-five percent of responding Ed Reps use internal emails to promote the value of LOMA education programs. Directing employees to an intranet page and presentations to leadership are the next two most popular forms of promotion at forty-five and twenty-seven percent, respectively. Two questions about the use of social media to promote the value of LOMA professional development were included in this survey for the first time. Seventeen percent of Ed Reps use public social media to promote learners' accomplishments while fourteen percent use an internal social media tool to promote LOMA education programs. Other activities such as hosting Ed Fairs and Break & Educates, promoting LOMA Weeks and Advance Your Knowledge webinars, along with tying awareness campaigns to specific events like Life Insurance Awareness month and providing templates to learners to enable them to promote their accomplishments were used by less than ten percent of the respondents. Those who selected "Other" indicated approaches such as incorporating awareness of LOMA professional development into onboarding programs, requiring LOMA courses and designations for specific roles, promotions, and raises. Some respondents indicated that information about LOMA professional development is provided through the Ed Rep by request only.

**Question 10.**



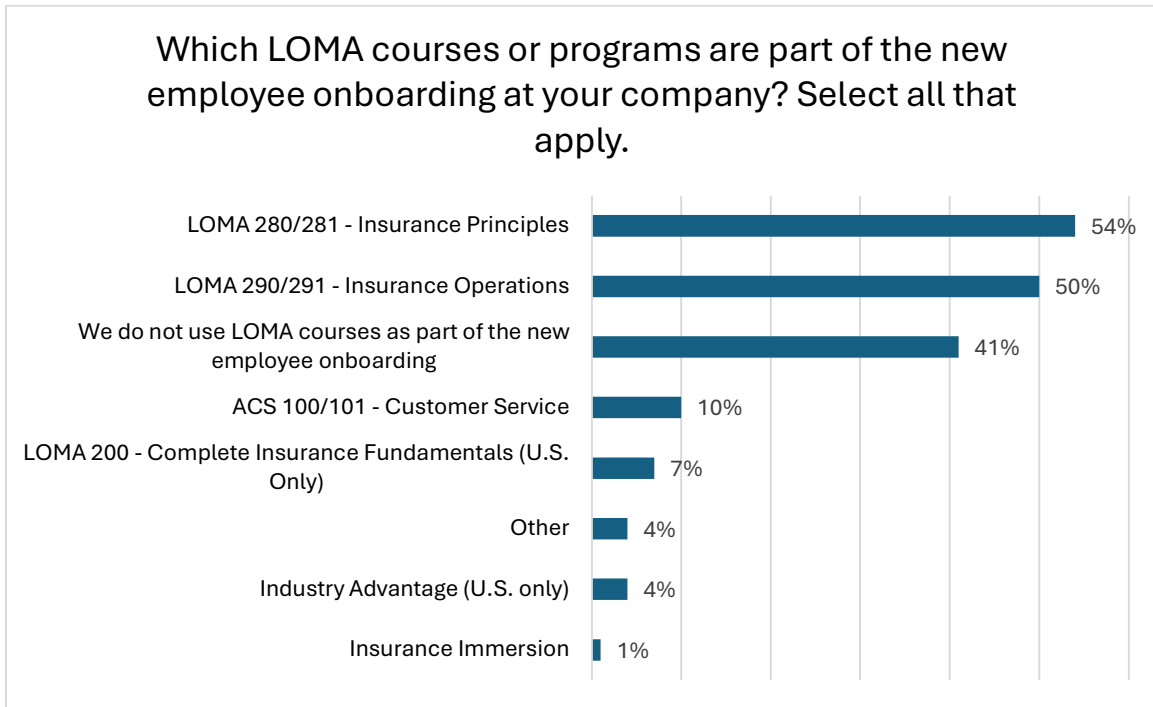
The majority of responding Ed Reps indicated that improvement to industry acumen resonates most strongly with audiences (73% in 2024 vs. 65% in 2020). Messaging about employee engagement, enhancing customer experience, and facilitating employee promotability resonates with roughly half of respondents. Less than forty percent reported that employee retention and improved communication resonate most strongly, while driving innovation and increased profitability messaging resonate with approximately a quarter of respondents. Nine percent selected “Other,” and referred to messaging about personal growth, monetary awards, and a better understanding of company roles and operations.

**Question 11.**



Most respondent companies use LOMA education at their learner’s discretion which is up significantly since the survey in 2020 (73% in 2024 vs. 57% in 2020). Between thirty-five and forty-eight percent use LOMA Education as part of recommended learning paths, performance evaluations, manager’s discretion, employee onboarding, and promotion criteria.

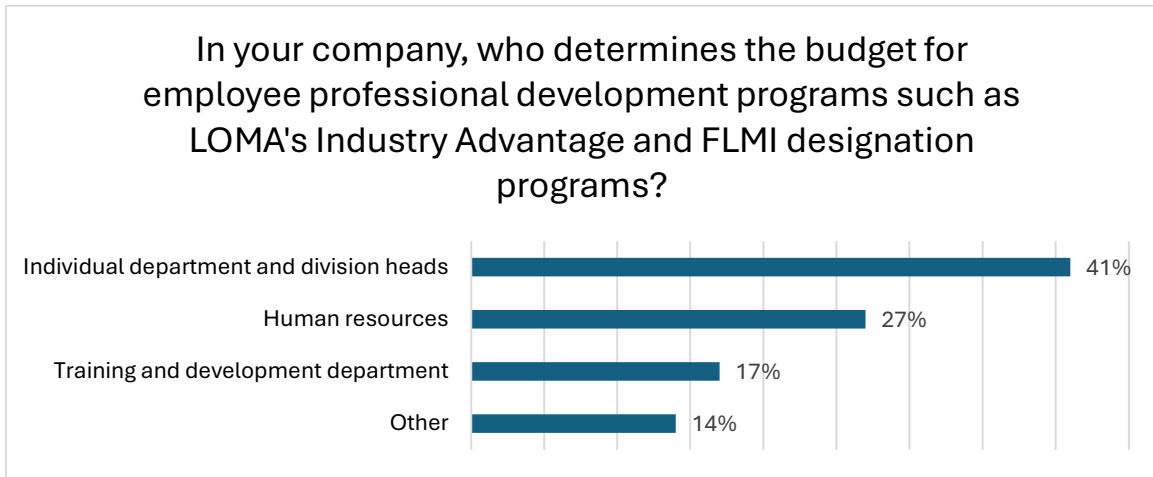
**Question 12.**



More responding companies indicated that they are using LOMA courses for employee onboarding than was reported in the 2020 survey. Fifty percent of responding companies use LOMA 280/281 (28% in 2020) and/or LOMA 290/291 (26% in 2020) for new employee onboarding. Ten percent of respondents reported using ACS 100/101 up from three percent in 2020. Forty-one percent of responding Ed Reps said they do not use our courses for onboarding as compared to fifty-four percent in 2020. LOMA 200 and Industry Advantage are two new additions to the course listing since the last survey. Seven percent of respondents are using LOMA 200 for onboarding and four percent are currently using Industry Advantage. Respondents who selected “Other” noted that their companies use LOMA courses for onboarding at the manager’s discretion.



**Question 13.**

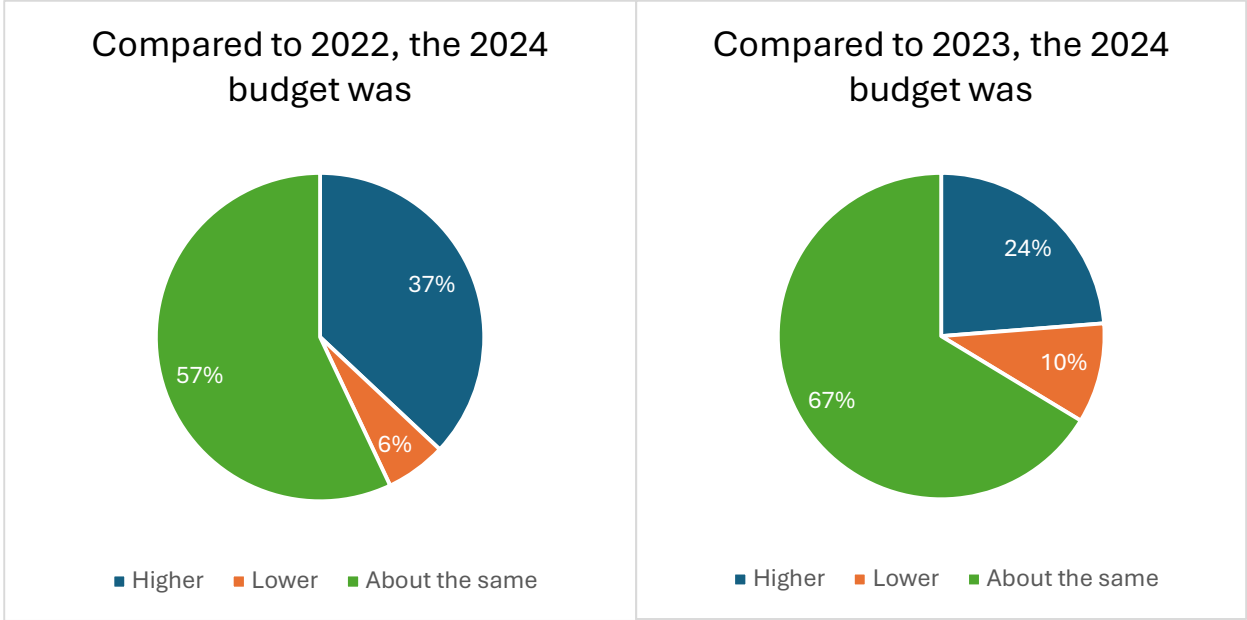


Forty-one percent of responding Ed Reps said that the budget is determined in individual departments as compared to forty-nine percent in 2020. Human resources handles the budget for twenty-seven percent of the respondents as compared to twenty-one percent in 2020. Fourteen percent of the respondents who selected “Other” referenced executive management and accounting.

# Policies Affecting Employee Participation in or Access to LOMA Programs

## Question 14.

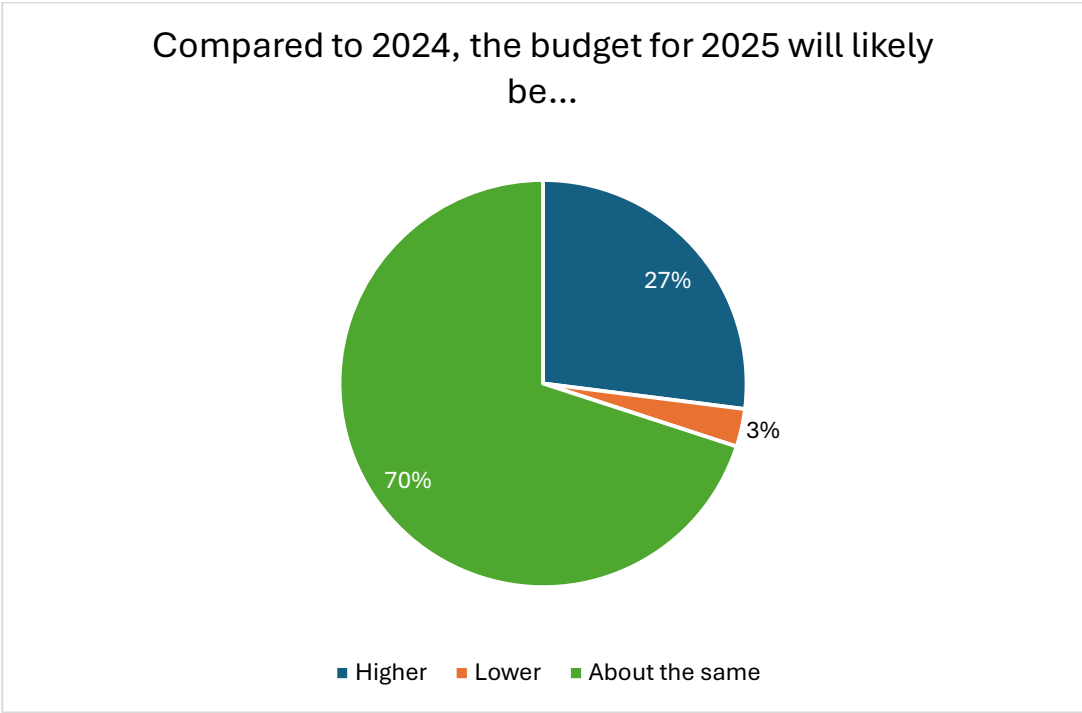
How has your company’s budget for employee professional development (on a per-employee basis) changed over the past two years?



Most companies’ 2024 budgets for professional development were about the same as their 2023 and 2022 budgets. However, the 2024 budget was slightly more likely to be lower when compared to 2023 than in 2022.

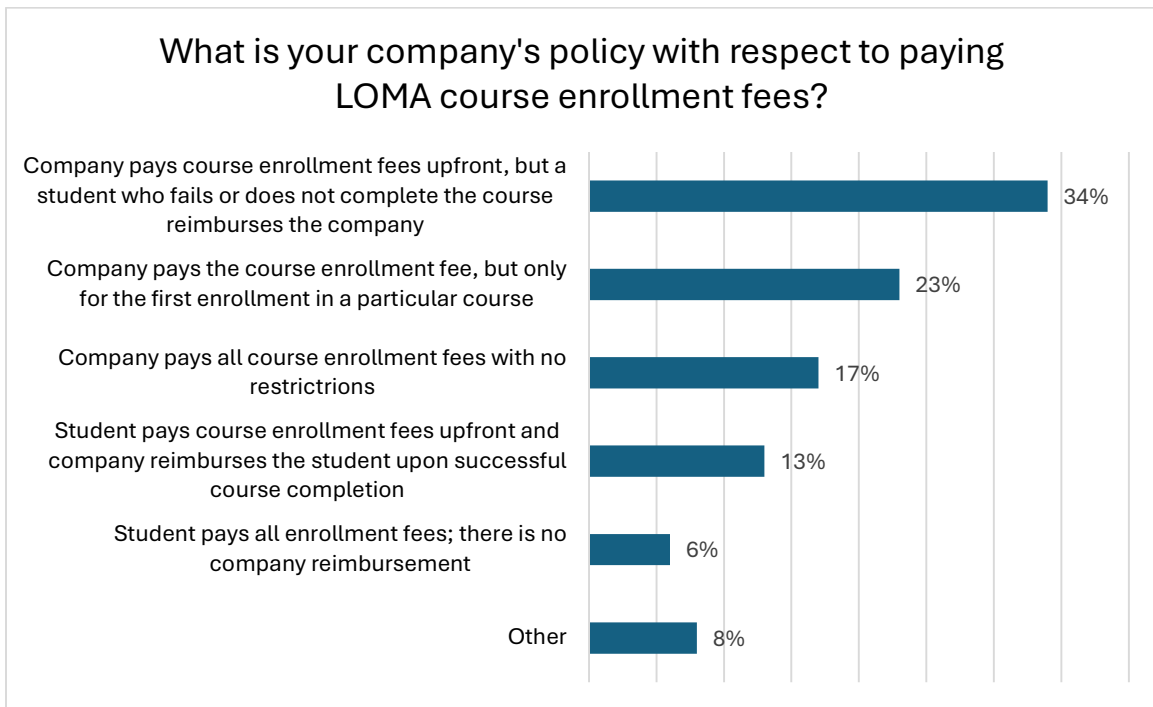
**Question 15.**

How do you anticipate your company’s budget for employee professional development (on a per-employee basis) changing in the coming year?



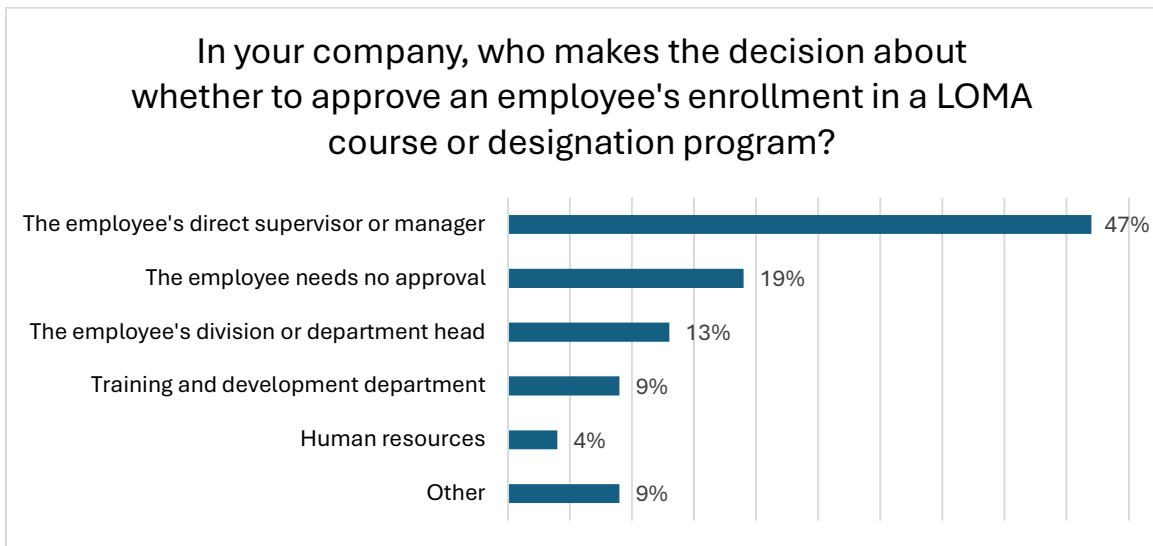
The majority of respondents indicated that their 2025 budgets for professional development will likely be about the same as their 2024 budgets. Twenty-seven percent of respondents expect that their 2025 budget for employee professional development to be higher than their 2024 budget. Two member companies (DXC Technology and Mercer) anticipate lower 2025 budgets when compared to their 2024 budget.

**Question 16.**



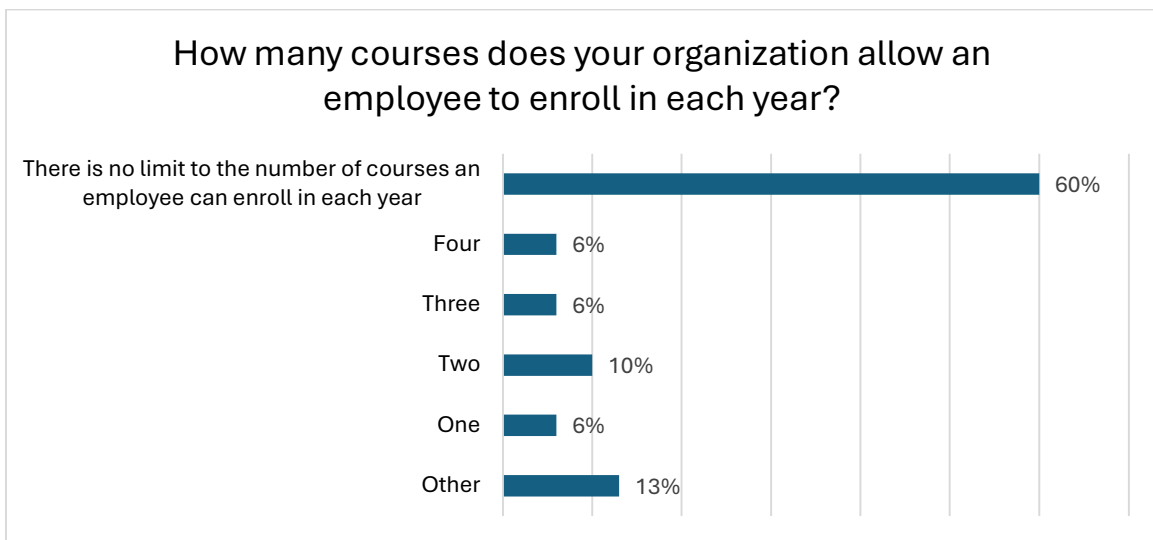
Eighty-seven percent of respondents reported that their companies pay for LOMA course enrollments to some extent. Only seventeen percent of companies pay enrollment fees without some form of restriction (for example, only for the first-time enrollment or if the student passes the courses). This is up from four percent in 2020. The “Other” category included exceptions such as “the company would pay for some courses (like LOMA 281/291) but not all,” or that “the student would have to pay up front if they failed two or more times.”

**Question 17.**



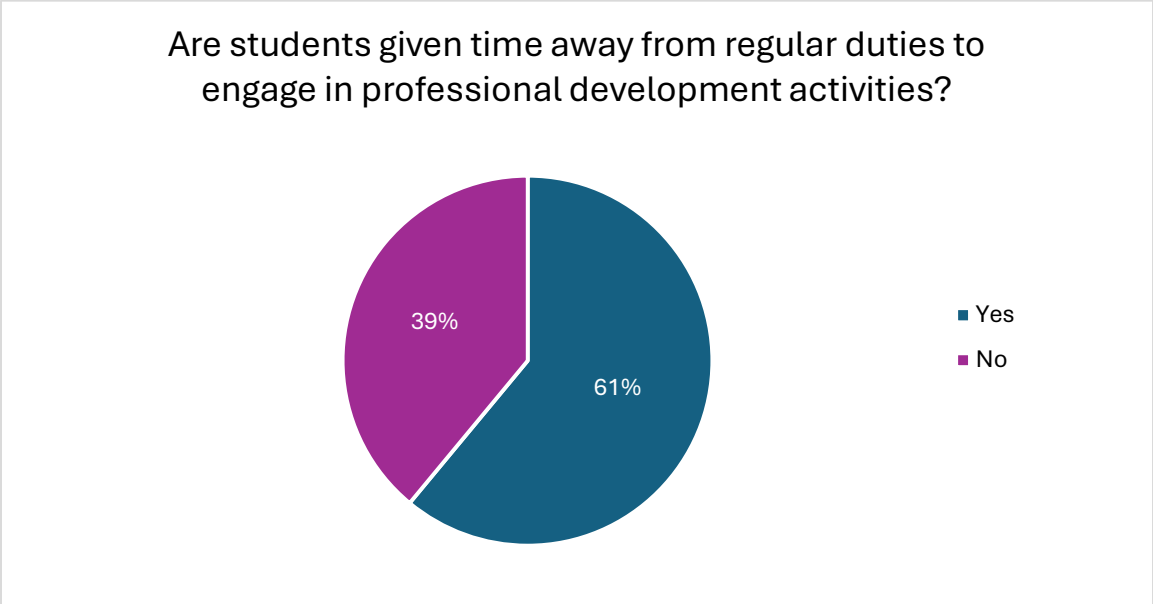
Forty-seven percent of respondents reported that the employee's direct supervisor or manager makes the decision about whether to approve an employee's enrollment in a LOMA course or designation program. In about nineteen percent of cases, the employee needs no approval as compared to fourteen percent in 2020. Nine percent of Ed Reps who responded with "Other" referenced collaboration between direct management with training and development leaders or the Ed Rep themselves.

**Question 18.**



Most responding companies do not limit the number of courses employees can enroll in each year. Responses for "Other" indicated it could depend on the department, the budget, or that the responding Ed Rep did not know.

**Question 19.**

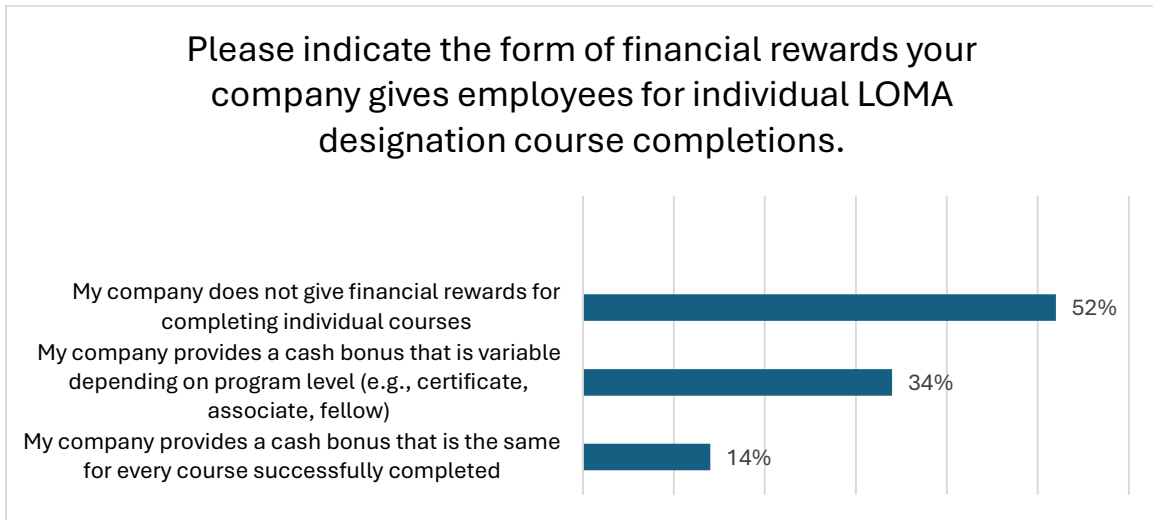


Sixty-one percent of responding companies allow their employees time away from regular duties to engage in professional development as compared to seventy-four percent in 2020. The companies that do not allow time away from regular duties to engage in professional development include the following:

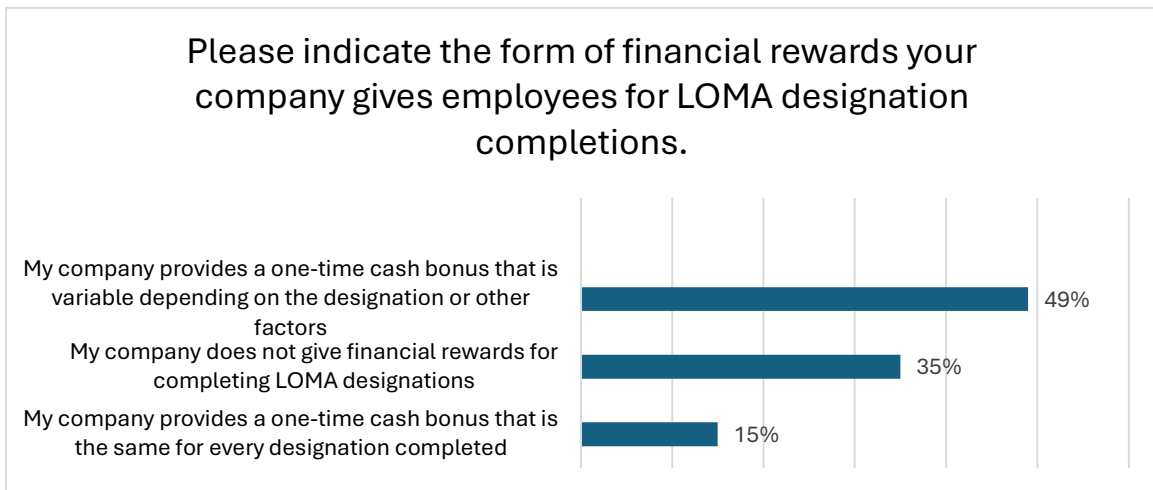
- Assuria Life T&T Ltd
- Colonial Life Insurance Company (TRINIDAD) Limited
- DXC Technology
- ELCO Mutual Life and Annuity
- Federated Insurance
- Fortitude Re
- Gen Re
- Genworth Financial India Private Limited
- Indiana Farm Bureau Insurance
- Kansas Insurance Department
- LIDP Consulting Services, Inc.
- Lincoln Financial Group
- Manulife Singapore
- MassMutual
- Medmutual Life Insurance Co
- Mercer
- National Farm Life Insurance Co
- RiverSource Life Insurance Company
- SBLI of MA
- SCOR Reinsurance Company
- Security National Financial Corporation
- Tennessee Farmers Life Insurance Company
- The Insular Life Assurance Co., Ltd
- United Coconut Planters Life Assurance Corporation
- WAEPA

## Practices, Policies, and Preferences for Rewarding Education Accomplishments

### Question 20.



### Question 21.

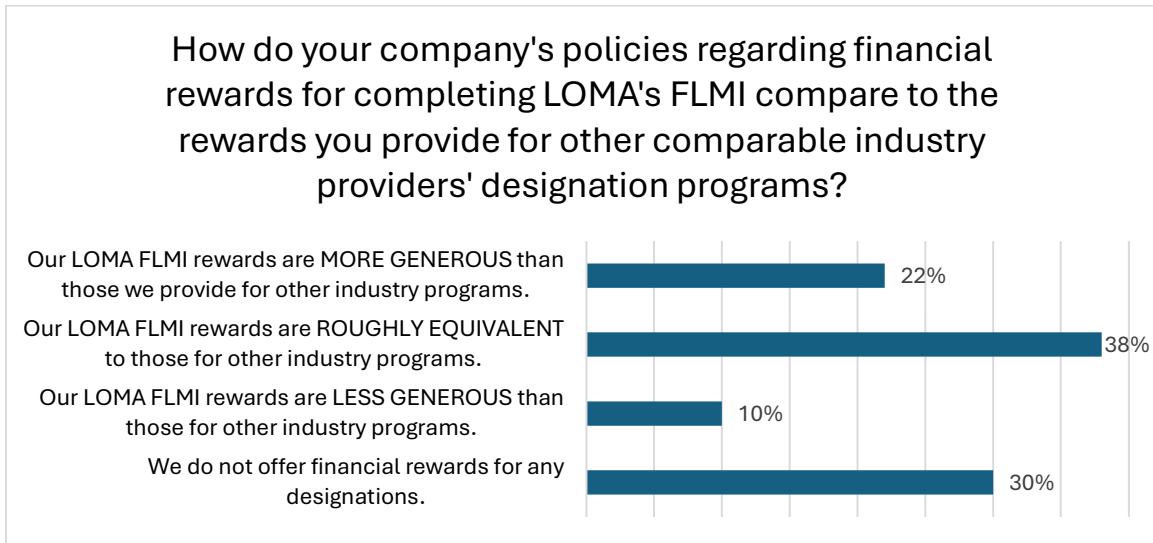


For individual **LOMA course** completions, about forty-eight percent of respondent companies give a cash bonus as a reward (either variable depending on course level or the same for every course). The range for cash bonuses for those companies is between \$50 and \$250 per course. Compared to 2020, more respondents indicated that their company gives a cash bonus for completion of an individual course (48% in 2024 vs. 44% in 2022).

For **LOMA designations**, sixty-four percent of responding companies give a cash bonus as a reward (either variable depending on the designation or the same for every designation). Amounts range

from \$200 to \$7,500, with most in the \$500 to \$1,000 range. Some include extra bonuses like vacation days. One member (EMC National Life Co.) uses a “Celebrate” website which is described as “similar to cash” and another respondent (LIDP Consulting Services, Inc.) increases the employee’s annual salary instead of providing a one-time cash bonus. Compared to 2020, more respondents indicated that their company gives cash bonuses for completion of an individual designation (64% in 2024 vs. 59% in 2020).

**Question 22.**

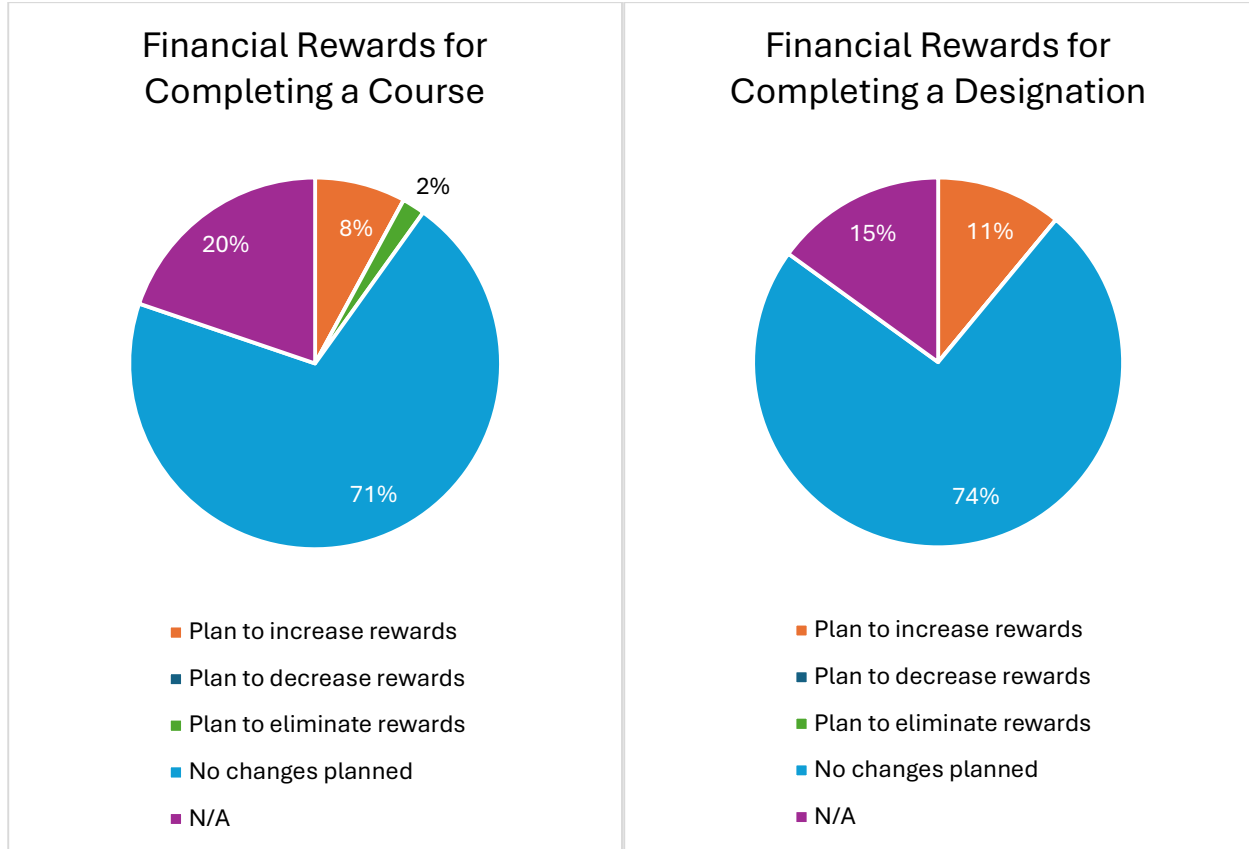


Most respondent companies provide comparable rewards for the completion of LOMA designation programs as they do for other designation programs. Compared to 2020, fewer respondents indicated that their rewards for LOMA courses are less generous than their rewards for comparable industry programs (10% in 2024 vs. 23% in 2020).



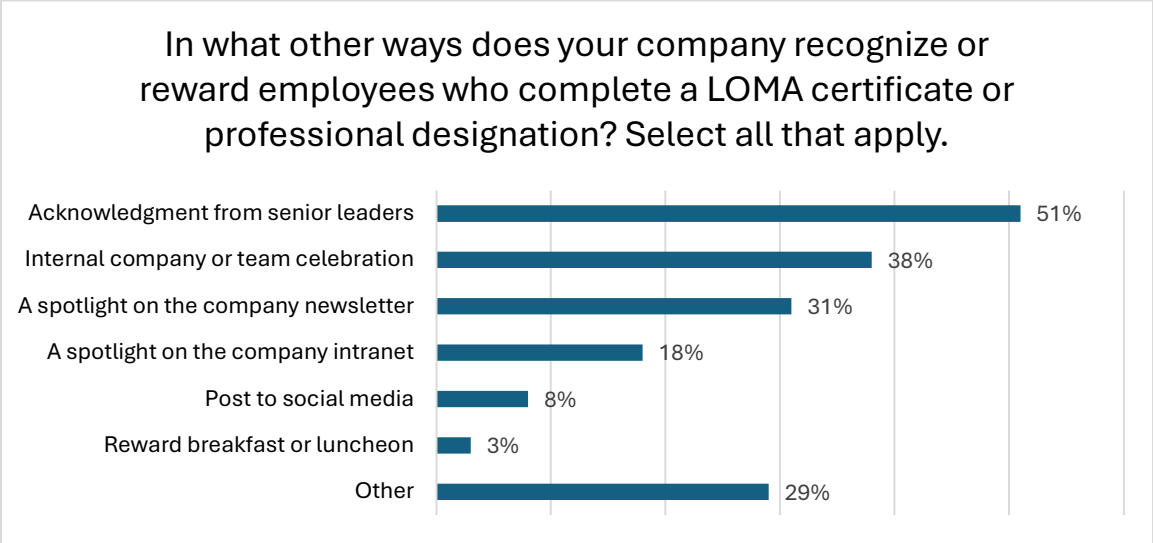
**Question 23.**

What changes (if any) is your company considering with respect to financial rewards for LOMA designation courses and professional designations?



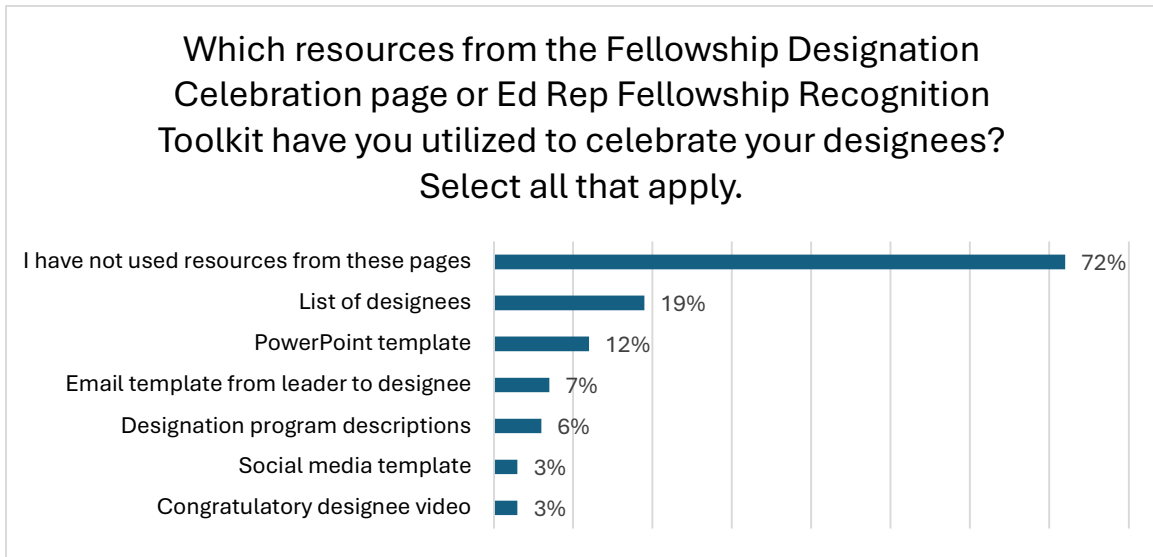
Most respondent companies are not planning any changes with respect to financial rewards for LOMA courses and professional designations. No companies plan to decrease rewards for either courses or professional designations; however, one company (Federated Insurance) does plan to eliminate rewards for course completions in the future.

**Question 24.**



Over half of respondents recognize employees who complete a LOMA certificate or professional designation with acknowledgement from senior leaders. This form of acknowledgement has almost doubled in popularity since 2020 (51% in 2024 vs. 27% in 2020). Internal company or team celebration remains a popular form of recognition as well. Other ways that respondent companies recognize their employees include promotions, congratulatory emails, or recognition in weekly and quarterly meetings. One respondent (Federated Insurance) said they are reviewing options for recognition for the future.

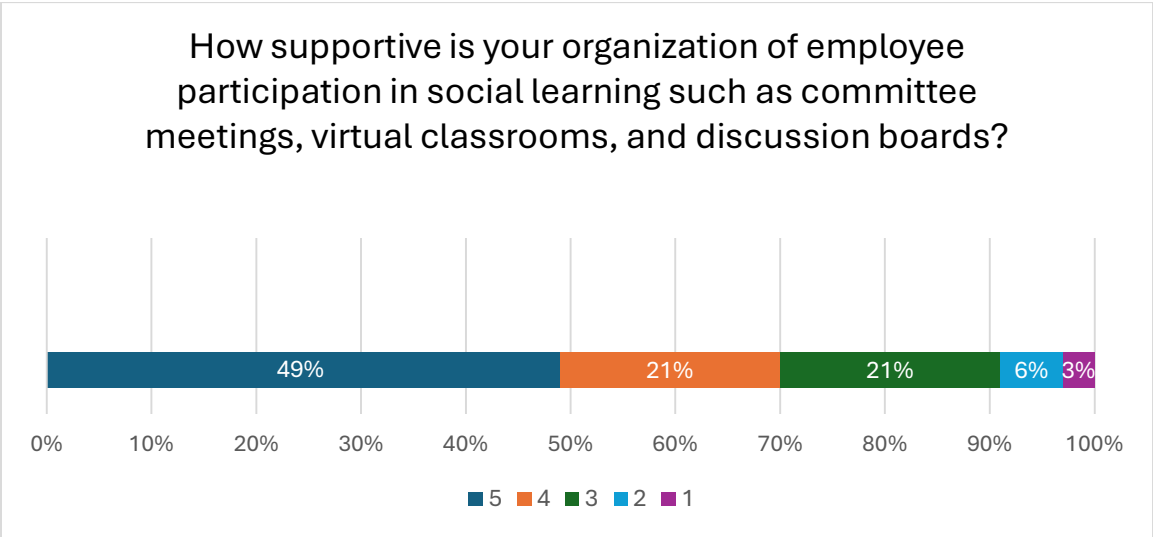
**Question 25.**



A significant majority of our respondents have not used the resources available on the Fellowship Designation Celebration page or Ed Rep Fellowship Recognition Toolkit. Of those who have, the list of designees and the PowerPoint template get the most use.

# Receptivity to Social Learning and Experiences with LOMA Products and Services

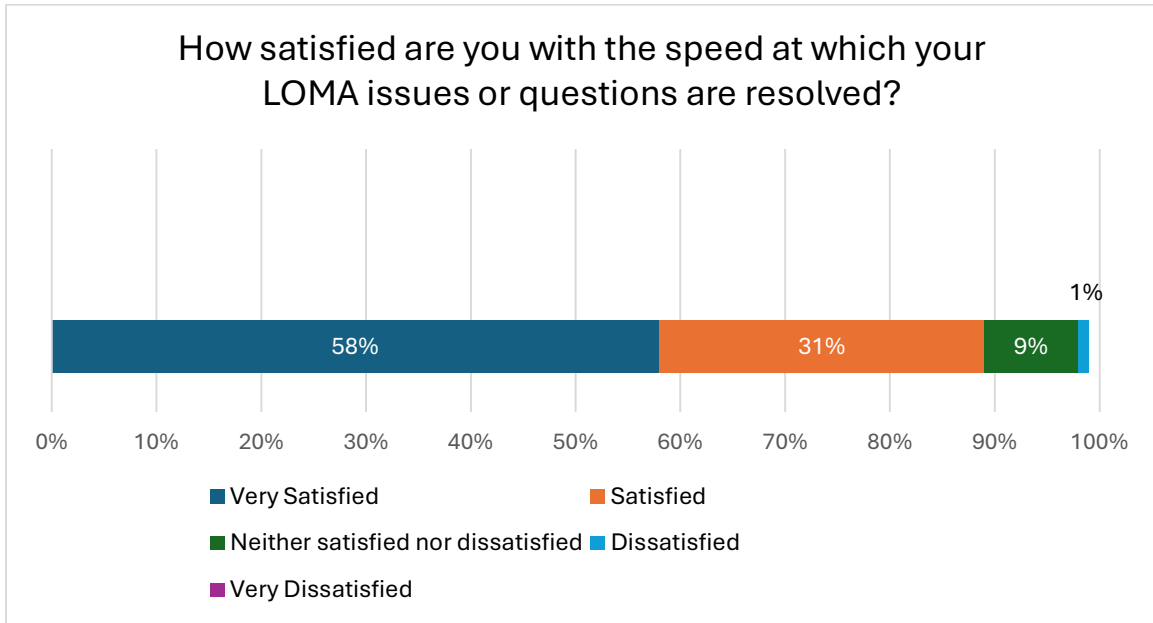
## Question 26.



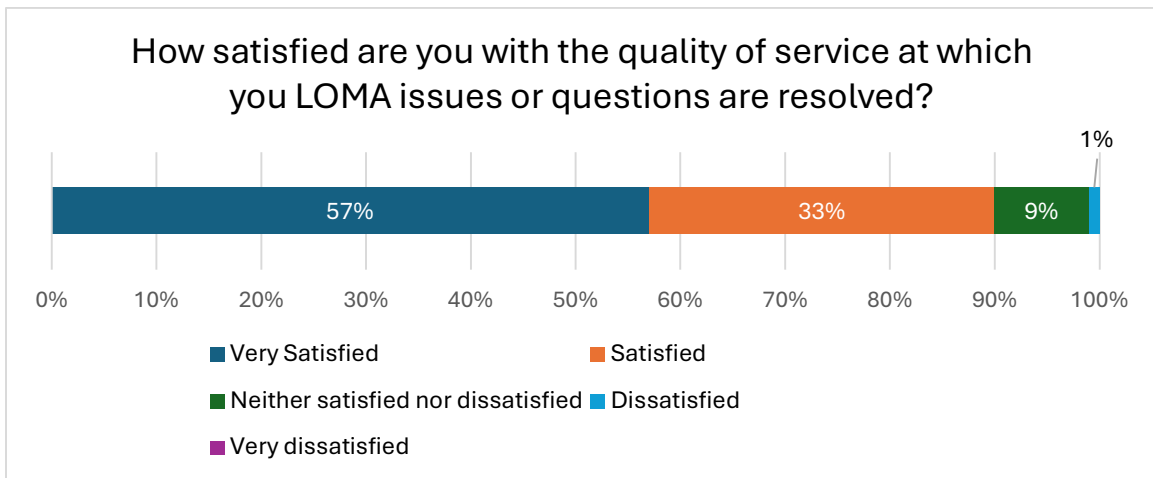
On a scale of 1 to 5, almost half of responding companies are very supportive (“5”) of social learning methods such as committee meetings, virtual classrooms, and discussion boards, with seventy percent supportive in total (“4” or “5”). Support for social learning has increased since 2020 (70% in 2024 vs. 60% in 2020). The companies indicating they are not supportive of social learning (“1” or “2”) include:

- Assuria Life T&T Ltd
- Gen Re
- MassMutual
- Mercer
- National Farm Life Insurance Co
- Trinidad and Tobago Insurance Institute
- WAEPA

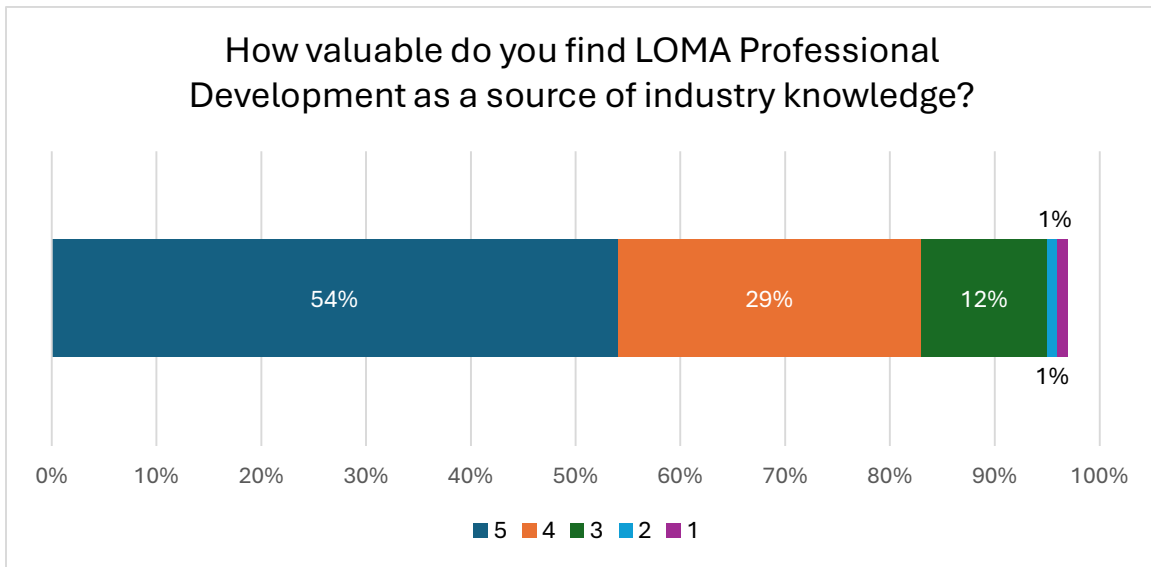
**Question 27.**



**Question 28.**



### Question 29.



In general, companies are satisfied with LOMA services and support, with almost ninety percent selecting the two most positive choices for both speed and quality of service. Only one respondent said they were dissatisfied with both categories (Mutual of America). In addition, about eighty-three percent find LOMA Education to be a valuable source of industry knowledge (there was one respondent for each “1” and “2”).

### Question 30.

When asked how LOMA Professional Development could improve, respondents indicated that LOMA should consider...

- Issuing sharable certificates to post on social media
- Offering free virtual sessions to showcase material to decision makers
- Expanding P&C offerings
- Offering customized training
- Conducting more frequent webinars
- Offering a library of other resources like videos, webinars, articles, that provide quick digestible information
- Offering more courses meant for those new to the industry (what the industry wants them to know in addition to what new students want to know)
- Offering more courses related to specific operational areas
- Offering more courses specific to social medical programs such as Medicare, Medicaid, and ADA
- Reducing examination and book cost
- Sponsoring a LOMA member company to attend a conference
- Organizing an international committee to review company underwriting decisions
- Organizing a committee for orientation of new members
- Offering discounted rates for second-time enrollments
- Providing financial rewards for completing designations