

Pinnacle U: A Model for University Engagement

CAS Centennial Meeting
New York City

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Commitment Beyond Numbers

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Actuarial Program Director, Illinois State University



Outline

- Introduction
- University Engagement
- Creating Pinnacle U

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Introduction




Aaron N. Hillebrandt
FCAS, MAAA, CPCU, CLU, FFSU, FLMI, LFCU, AINS
Consulting Actuary

- CAS Exam Officer
- Chair of CAS Trust Scholarship
- Consulting Actuary at Pinnacle
- Assisted in organizing and managing Pinnacle U from the company side

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Introduction




- Pinnacle's Managing Principal
- Member, Insurance Advisory Board of Katie Insurance School
- CAS Employer Advisory Council
- CAS Brand Marketing Implementation Task Force

Joseph A. Herbers
ACAS, MAAA, CERA
Managing Principal

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Pinnacle Insurance Group, Inc.

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Introduction




- Recognized as new ACAS this morning!
- Consulting Actuary at Pinnacle
- Regular Participant in Pinnacle U

Darcie R. Truttman
ACAS, MAAA
Consulting Actuary

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Introduction




- Illinois State University Actuarial Program Director
- Assisted in organizing and managing Pinnacle U from the university student side

Dr. Krzysztof Ostaszewski
FSA, CERA, FSAS, CFA, MAAA
Actuarial Program Director
Illinois State University

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Introduction



- CAS Exam Committee
- Consulting Actuary at Pinnacle
- Mastermind behind Pinnacle U


Erich A. Brandt
FCAS, MAAA
Consulting Actuary

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Strategic Partnership with ISU

- Pinnacle (Joe)
 - How long has it existed?
 - How did it come about?
 - In what forms does it manifest itself besides Pinnacle U
 - Benefits to Pinnacle
- ISU (Dr. Ostaszewski)
 - ISU Actuarial Program
 - Benefits to ISU



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Strategic Partnership with ISU

- Joint Research
- Webinars
- Informational Video
- Presentations at Actuarial Club Meetings
- Career and Interview Coaching
- High School Minority Program
- Financial Regulators Training
- Insurance Advisory Board
- Data Sharing
- Scholarships
- **Pinnacle U**
- Intern Program
- Trade Shows
- Career Fairs

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Illinois State University Actuarial Program

- Administrative
 - Program started in 1991, Bachelor degree offered since 1997, Master degree since 2001.
 - Center of Actuarial Excellence, as recognized by the SOA in 2009, one of first nine CAE in the U.S. and the first one in the state of Illinois.
 - Coverage of all preliminary exams, and all Validation by Educational Experience requirements.

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Illinois State University Actuarial Program

- CAS University Liaisons
 - Gregory Hayward, FCAS, State Farm
 - Stacey Kidd, FCAS, Zurich Insurance

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Illinois State University Actuarial Program

- CAS Members on Advisory Board
 - Erich Brandt, Pinnacle Actuarial Resources
 - Jeffrey Cole, CNA
 - Aaron Hillebrandt, Pinnacle Actuarial Resources
 - Keith Holler, Erie Insurance
 - Laura Igl, American Family Insurance
 - Stacey Kidd, Zurich Insurance
 - Richard Moore, The Horace Mann Companies
 - Matthew Olson, Allstate
 - Klayton Southwood, Towers Watson
 - Angela Sparks, State Farm
 - Ken Williams, COUNTRY Financial

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Illinois State University Actuarial Program

- Student and Alumni Information
 - Currently about 200 students, 150 undergraduate, 50 graduate.
 - About 200 exam successes a year.
 - About 55 internships a year.
 - About 440 alumni.
 - Majority of alumni employed in property/casualty industry.

University Engagement


- Actuarial Review, May 2013
 - “Improving communications and relationships with candidates and academics is a top priority in the CAS strategic plan”
– Gary R. Josephson, CAS President
- Previous Pinnacle U events held at ISU
 - Limited interaction/involvement
- Inspired by renewed CAS focus on university engagement
- Erich - directly involve ISU students

Creating Pinnacle U

- Planning – desired outcomes
 - Pinnacle participants
 - Research an actuarial topic relevant to their work
 - Present in front of a large, mixed audience
 - Leadership opportunity
 - ISU students
 - Research an actuarial topic relevant to practicing actuaries
 - Present in front of a large, mixed audience
 - Network with practicing actuarial professionals
 - Pinnacle
 - Assess employee presentation skills
 - Assess potential internship and full-time candidates
 - Strengthen strategic partnership with ISU

Pinnacle U Logistics

- Who
- What/When
- Where
- How



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Pinnacle U Logistics – Who?

Participants

- 12 teams
- Each team = 1-2 Pinnacle employees + 1 ISU student
- Students applied to participate – selected based on potential benefit
- Strategic pairing – several considerations:
 - 3-person teams included:
 - One newer Pinnacle analyst
 - One senior analyst, associate actuary, or (newer) consulting actuary
 - Students with less developed presentation skills + more experienced analysts


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Pinnacle U Logistics – Who?

- How to accomplish participant selection & pairing?
 - Applicants ranked by ISU – Dr. Ostaszewski
 - Discussed but generally relied upon for selection
 - In-person meeting between Pinnacle and ISU
 - Discuss selected personnel
 - Create teams

Audience

- Pinnacle Principals and employees
- ISU Faculty and students
- Live Stream online



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Pinnacle U Logistics – What/When?

- One day event – November 21st, 2013
 - 12 30-minute presentations (25/5)
 - 8:30 Opening Remarks
 - 8:45-10:15 Presentations 1-3
 - 10:15-10:30 Break
 - 10:30-12:00 Presentations 4-6
 - 12:00-12:45 Networking lunch
 - 12:45-2:15 Presentations 7-9
 - 2:15-2:30 Break
 - 2:30-4:00 Presentations 10-12
 - 4:00-4:30 Closing comments, questions, discussion
- Presentations based on research completed throughout semester

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Pinnacle U Logistics – What/When?

- Topic ideas submitted by September 23rd (2 months out)
- Erich and I guided and reviewed for topic diversity



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Pinnacle U Logistics – What/When?

- Final topic approval October 1st:
 - Trucking Benchmarks
 - Ultimate Loss Development Techniques
 - Tort vs No Fault: Structure, Analysis and Proposed Changes
 - Hurricanes: What An Actuary Should Know
 - Autonomous Cars: Actuarial Basics
 - Loss Development Tail Factor Estimation Methodologies
 - How the Economic Cycle Impacts Reserves
 - Medical Malpractice Apology Laws
 - Developing Benchmark Tail Development Patterns
 - User Response to UBI
 - Black Swans
 - Prescription Drugs and Workers Compensation

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Pinnacle U Logistics – What/When?

- Topic themes
 - Lines of Business:
 - Commercial & Personal Auto, Property, Medical Malpractice, Workers Compensation, others more generic
 - Numerical complexity:
 - anywhere from very little (Med Mal Apology Laws) to high (Tail LDF Methods)
 - Topics ranged from current events (User Response to UBI) to fundamental actuarial topics (Ultimate Loss Development Techniques)

Pinnacle U Logistics – Where?

- Pinnacle office?
 - Technology in place
 - Control of environment
 - Not enough space for size of audience
- Off-site location?
 - Would involve cost – wanted event to be free

Pinnacle U Logistics – Where?

- ISU campus
 - Avoid difficulty with transporting students
 - Central location
 - State Farm Hall of Business had the space and the technology



Pinnacle U Logistics – How?

- Darcie
 - Communication with team
 - Topic selection
 - Team dynamics – how did the research get done?
 - How was presentation designed based on research work, or was research done around the pre-determined flow of the presentation?
 - Challenges

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Pinnacle U Logistics – How?

- Dr. Ostaszewski
 - Coordination/guidance with ISU students
 - Level of involvement
 - Challenges



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Pinnacle U Outcomes

- Desired outcomes – accomplished
 - Pinnacle participants
 - Research an actuarial topic relevant to their work
 - Present in front of a large, mixed audience
 - Leadership opportunity
 - ISU students
 - Research an actuarial topic relevant to practicing actuaries
 - Present in front of a large, mixed audience
 - Network with practicing actuarial professionals
 - Pinnacle
 - Assess employee presentation skills
 - Assess potential internship and full-time candidates
 - Strengthen strategic partnership with ISU

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Pinnacle U Feedback – ISU Students

- “This opportunity was the most like what I would be doing in my career compared to other things I have done in college.”
- “I really liked the fact that most (if not all) the Pinnacle staff were present throughout the occasion and they took our presentations seriously.”



Pinnacle U Feedback – Pinnacle Employee

- “I feel like it’s good to be involved with students in the actuarial field so we can give them some of our experiences and advice”



Pinnacle U Feedback – ISU Faculty

- “Many students arrive in college very hesitant, even scared, of research work, writing reports, and making public presentations...I enjoyed it the most when I saw students who came to me before the project to talk about their fears and self-doubts, who then at the end of the project made presentations about practical and important actuarial issues, and spoke with confidence and great command of the subject matter.”

Pinnacle U Constructive Feedback

- 2 days instead of 1 with a less intense schedule?
- 9 40-minute presentations instead of 12 30-minute presentations with deeper topic penetration?
- More guidance in selecting and narrowing topic (scope to fit in 30 minutes)
- Move to different time of year (timing good for students but bad for analysts with late October exams)?
- Printed event program desired

Discussion

- Questions
- Suggestions for improvement to better serve CAS strategic plan



Thank You for Your Attention

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