

Education Report

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Education and Growth: *Where do I go from here?*

At the last state meeting, our education report outlined some reasons you may want to consider additional education in your field. For this session, we will move forward to decide what direction to move in.

We previously outlined various daily educational resources which you can receive via email or in paperform, most at no cost to you: newsletters, blogs, and articles. This is for mental maintenance – to stay current on events in the insurance industry and have constant exposure. But what about formal classes? Below are a few choices to consider:

- Certification
- Designation
- Degree

Certification will normally take the least amount of time and preparation out of the three options above. Certification allows for some advanced education without a commitment of several days, months, or years to complete the studies. With that in mind, obviously the magnitude of the topic is not as in dept as with a designation or degree. Most certification is completed through one day classes over a length of time and can also be a self study setting.

A Designation is similar to Certification in that you do not need to attend college to complete and in many instances carries more prestige in the field and also In most instances, the letters you see after an insurance professionals name are from designations or degrees. However, designations do normally take more training and testing than a certification program. There are many insurance certifications and designation; please see the attached listing from the Agent Broker Best's Review May 2010. Additionally, please find attached the American Insurance Marketing and Sales Society 1010 CPIA Seminar Schedule for your review.

So, back to the question: Should I pursue a Certification/Designation or should I commit to a college degree. Each individual usually knows if they have the resources for a four year degree as well as the time to meet the commitment required to succeed. But many do not know that some insurance designations can be used towards secondary designations, but also as college credit toward a degree.

Example:

Because I have earned my CIC Designation (Certified Insurance Counselor), I was able to “pass” one section toward earning my AAI (Accredited Advisor of Insurance) Designation. Additionally, I knew by holding a national designation it could be counted as a qualifier to earning my DAE Designation (Diversified Advanced Education) with the NAIW.

For college, please see the attached from which outlines many colleges who will apply designations towards your college degree. If you are ready to really dig in, try to earn as much as you can with the least amount of classes.

Once you have considered all of the options, determined which route will work best for you, your next question may be: *How will I pay for all of this?*

There are many things to consider for funding. First and foremost, you need to invest in yourself. Nothing is lost in education, ever. If you need sponsorship, consider:

Your employer: they have as much to gain from your education as you do in most cases

Scholarships: At our next state meeting, I will bring all of the insurance scholarships I am aware of and how to apply for them. You can add the deadlines for applications to outlook so you always have your paperwork in on time.

Don't ever forget self study: many designation and colleges can be done through self study which can save a tremendous amount of money.

Lastly, join on line groups affiliated in the insurance field – often you will learn of discounted classes you may be interested in.

Remember: certifications, designations and college degrees can be spread over time. If you begin now, what can you accomplish in two years?