

CHIEF EXECUTIVE OFFICER: Thomas B. Considine

TO: NCOIL Membership and Meeting Participants
FROM: Sen. Travis Holdman, NCOIL President
RE: NCOIL SWOT Analysis
DATE: March 2, 2016

On behalf of the NCOIL Officers and Members, thank you for participating in our first ever Welcome Breakfast and SWOT exercise at the Little Rock Conference in February. Your insight is key to help us grow NCOIL. We should be proud of what this organization has accomplished over the past four-and-a-half decades and your ideas will help us in the future.

For your consideration, below are the shared ideas of NCOIL's strengths and weaknesses, condensed into a few categories to avoid duplication. We will review this information at our summer meeting in Portland, OR and complete the exercise by examining the organizations opportunities and weaknesses.

NCOIL STRENGTHS

PURPOSE DRIVEN ORGANIZATION

Legislators that attend are engaged and accessible, often with deep public policy knowledge, or a willingness to learn a new subject matter

Ability to promote legislative uniformity and create best practices within the state-based regulatory framework. Studiously non-partisan.

Meetings feature issue diversity across the insurance spectrum, generally with all sides represented on a given topic.

Serves as a counterbalance to regulators and is not a rubber stamp for interested parties.

AFFILIATED ORGANIZATIONS

Strong working relationship with the Industry Education Council and the Griffith Insurance Education Foundation to develop interesting and timely agenda items and general session topics.

INTERACTION

Regional interaction between and among legislators.

Networking.

Ability for interested parties to see and discuss issues with many legislators in one place.

Participate in conferences in interesting places, including smaller metro markets.

Meets on weekends.

NCOIL WEAKNESSES

LITTLE KNOWN SECTIONAL ORGANIZATION, NOT NATIONAL

Meets in smaller metro markets, difficult for interested parties to access.

Sometimes meeting rooms are physically far apart and not easily accessible.

Larger states are not engaged.

Term limits have adversely affected membership and institutional knowledge.

Members are not engaged with congressional and federal authorities in a meaningful way.

Not staying goal focused.

ADDRESS: Atlantic Corporate Center - 2317 Route 34, Suite 2B, Manasquan, NJ 08736

No program/track for committee staff.
Meets on weekends.
Duration of time to resolve issues should be shorter.
Stop punting issues down the road.

FUNDING

Lacks a sustained funding mechanism and has to rely on thrice yearly meetings.

COMMUNICATION

Lack of meeting materials available within a reasonable amount of time.
Registration is cumbersome and difficult to get responses back.
More timely notice of scholarships.
Continuity of discussion.
More defined recommendations from committee.

CLEAR VISION OF MISSION STATEMENT

What is NCOIL?
What does it strive to be?
Why does it exist?

MEETINGS

Some issues continue to appear on meeting schedules long after it is clear there is lack of consensus for NCOIL action.
There are too many subjects on each individual agenda.
Complexities of issues are not afforded the necessary time.
No follow up between meetings so each meeting has a rehashing of previous meetings and then time runs out.
Value of meeting three times a year. Spring meeting is least attended because so many legislatures are in session.

PROCEDURES & TIMING

Font should be larger on name badges and speaker tent cards.
Schedule should be included on back of name badge.
Registration should be less cumbersome.
Meeting materials easily available online prior to meetings.

RECOMMENDATION

Host a memorable event at each host location.

CONCLUSION

This exercise was a good first step toward examining what we think we are, what we are and what we can do better. Certainly there will be more to examine and discuss when we convene in Portland.

In the meantime, please do not hesitate to share your thoughts and ideas with NSS Executive Director Paul Penna at ppenna@ncoil.org.