

Atlantic Corporate Center
2317 Route 34, Suite 2B
Manasquan, NJ 08736
732-201-4133
CHIEF EXECUTIVE OFFICER: Thomas B. Considine



PRESIDENT: Sen. Travis Holdman, IN
VICE PRESIDENT: Rep. Steve Riggs, KY
SECRETARY: Sen. Jason Rapert, AR
TREASURER: Rep. Bill Botzow, VT

TO: NCOIL Membership and Meeting Participants
FROM: Sen. Travis Holdman, NCOIL President
RE: NCOIL SWOT Analysis
DATE: July 28, 2016

On behalf of the NCOIL Officers and Members, thank you for participating in our first ever Welcome Breakfast and SWOT exercise at the Spring Meeting in Little Rock, AR in February and our follow up exercise at the Summer Meeting in Portland, OR. Your insight is key to help us strengthen and 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, as well as opportunities and threats the organization faces condensed into a few categories to avoid duplication.

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.

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

PHONE: (732) 201-4133

WEBSITE: www.ncoil.org

 /NCOILorg

 /NCOILorg

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 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 TRULY 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.

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.

NCOIL OPPORTUNITIES

ABILITY TO GROW STATES AND LEGISLATORS

Need to increase number of states participating to enhance and expand NCOIL influence. Ensure large states with significant insurance company presence are participating.

Create and increase DC/federal presence.

Grow scholarships, including legislative staff.

Sponsoring studies to support policy objectives.

Reach out to state trade associations to ensure they are involved.

Create a staff and industry roadshow to absent states.

Ensure there is outreach to newly elected legislators.
More interim calls to keep issues moving & have more substantive discussions.
Create timeframe limit on an issue when it is resolved or does not have a cohesive way to be resolved for NCOIL.
Involve state trades Alumni of NCOIL.

THOUGHT LEADER ON EMERGING ISSUES

Take lead and control on next emerging issues.
Create Legislative committee survey to identify emerging issues
Increase NCOIL staff involvement in state-specific legislative efforts of testimony.
Ensure distribution of Educational materials “Insurance 101”, especially to new legislators and create an online program.
Defined yet flexible, timeframe to debate models
Emphasis on non-partisanship

IMPROVE COMMUNICATION

Articulate values of improved regulation and state-based insurance regulation.
Bring back NCOIL studies – initiate independent studies.
Greater communication of NCOIL models/positions to federal government by NCOIL officials and legislators.

THREATS

LACK OF INVOLVEMENT ON EMERGING ISSUES

Not consistently putting forth model laws on developing issues (also being too late in the game on an issue)
Lack of institutional memory per state
Lack of innovative thinking (developing issues) – we’re too reactive
Need better staff support for NCOIL model laws
Timely resolution of relevant issues

APATHY/SMALL ATTENDANCE

Lack of continuity of legislators attending per state
Fighting legislator apathy/lack of interest in ins. Issues

OUTSIDE THREATS

Increasing strength of NAIC.

Federal overreach.

NCOIL relevance nationally.

International & Federal Intervention/overreach.

Change and growth necessary to avoid irrelevance (also funding, stability).

Partisanship.

SPECIFIC ISSUE THREATS

No set standards for cyber security and terrorism insurance. Difficulty for insurers to create these and balance their own cyber security issues.

CONCLUSION

These exercises were a good first step toward examining what we think we are, what we are and what we can do better. We will finalize this process at the Annual Meeting in Las Vegas in November.

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