



EDUCATION & REGULATION

Evaluating the Canadian Securities Course (Education)

A survey of 5,000 students led to a review of the Canadian Securities Course. The review included looking at student background and objectives as a starting point. It then evaluated the course textbook, workbook, assignments, supplementary materials and the exam. We also evaluated CSI service and support, as well as overall value for money.

Review of the Life Licensure Exam (Regulation)

The Brondesbury Group completed its detailed review of the Life Licensure Qualifying Program examination, including content review by subject matter experts and a statistical review of test performance. The review, which includes recommendations for improving the exam and its administration, is posted on the website of the Canadian Council of Insurance Regulators. This challenging assignment joins industry and educational expertise to review examination results and use them to improve the test and its impact in the future.

Event-based Financial Literacy Paths (Education)

After a year of in-depth research with consumers and advisors, we completed an Event-based Learning Guide for the Investor Education Fund -- an affiliate of the Ontario Securities Commission. The Learning Guide follows the decision-making path of consumers from a triggering event through the initial tough decisions to taking action. At each step of the way, we have recorded the questions that consumers want answered in their own words. These have been formed into 94 learning modules, each with its own objective. The Investor Education Fund is now translating this work into learning packages for their website. Keep an eye on www.investored.ca next year to see how the initiative develops.

Blueprint for the OSC Financial Planner Exam (Regulation)

Worked with the OSC and several groups training planners to develop a blueprint for a comprehensive financial planner examination. Agreement was reached on the nature and the balance of exam content, including the level of learning required. The result was a blueprint that could be used to build an exam using a domain-sampling model.

Evaluating Courses for Securities Professionals (Education)

Evaluated the balance of course content and delivery methods for several professional courses geared to securities professionals. These included investment management, portfolio management, financial planning and wealth management.

Education & Regulation for Mortgage Brokers (Education, Regulation)

Developed a framework for accreditation and course design for mortgage brokers. The work was based on a mix of opinion leader interviews, reviews of accreditation requirements in other jurisdictions and a content review of existing courses.

Securities & Life Licensure – Prospects for Convergence (Education)

Looked at the two disciplines and their training, as well as the prospects for convergence in licensing. A more detailed review looked at positioning of major educational providers in both areas, and based on brand quality, examined the ability for training providers to “cross-over” to the other business line.

The Market for Plan Member Education (Education)

A careful look into the market for independent education programs for plan members in defined contribution plans and group RRSPs. The study identified the size of the market and the ideal targets, as well as identifying pricing for success. A careful analysis of potential course content also pointed to the series of programs most likely to meet employee needs, as well as strategies for encouraging plan members to take part.