Institute Updates

Where we have been and where we are going

A Look Back

A 2021 Snapshot at the Institute

MEMBERSHIP

Lifelong learners and membership number are up. Our total member count stands at more than 16,000 professionals. In 2021, we welcomed more than 1,000 new certificants. Our 48 staff members, 145 volunteers, and four educational partners put on more than 100 successful education programs throughout the year, helping 25,000 lifelong learners.

COMMUNITY OUTREACH

We released several industry studies that show that when professionals invest time and effort to advance their knowledge and skills through an advanced certification, they generate better outcomes for their clients, teams and firms. Women and people of color who earn CIMA and CPWA certifications accelerate their career development, have greater satisfaction, retention and tenure in their profession, and experience higher compensation.

- Since its inception, our Certification Scholarship Fund has provided more than $200,000 in tuition assistance to more than 340 applicants
- Women candidates have increased by 27%
- Latino candidates have increased by 71%
- Black or African American candidates have increased by 188% over existing IWI benchmarks

TECHNOLOGY

The Board funded a **Strategic Technology Enhancement Initiative** to better address the acceleration of the digital revolution, client reliance on technology to facilitate an advisory engagement and advisor understanding and integration of technology solutions. The initiative will include:

- Membership Tiers — a new system to allow members to customize their membership experience and personalize their level of professional development engagement
- An online community platform called "The Hive" will be dedicated to knowledge sharing, peer feedback and networking
- Knowledge Centers, including newsletters and content distribution powering six communities of practice, including the THRIVE Center for Diversity & Inclusion and the Center for RIA Excellence
- A new Digital Badging platform that allows members to promote their credentials proudly and more visibility in online channels amplifying their brand in the marketplace

EXECUTIVE EDUCATION

New and enhanced **educational opportunities** were well received:

- Three virtual conferences and one in-person conference were delivered hosting more than 3,000 attendees
- Six self-paced courses hosted nearly 1,000 students in 2021
- Investments & Wealth webinars hosted more than 6,000 attendees
- An on-demand CE Library housing more than 150 hours of CE
- *The Exceptional Advisor Podcast Series* hosting more than 8,500 listeners
- Four peer-reviewed publications, including the award-winning *Investments & Wealth Monitor*

A Look Ahead

What to Expect in 2022

CERTIFICATIONS

In early 2022, the **CPWA certification** program will be submitted for recognition through ANAB, **the ANSI National Accreditation Board Accreditation**, positioning the mark to meet international standards for personnel certification programs, and assuring that the program is objective, fair, transparent, defensible, and that it consistently qualifies comprehensive planners and wealth advisors.

In early 2022, the Institute will define the core knowledge and skills required for professional retirement advisors, and we will incorporate that body of knowledge into the exam, education, ethics and experience requirements for **RMA certification**. Over the past four years, the Institute has effectively defined the knowledge and skills required for wealth management teams to deliver investment, wealth, and retirement management services to end clients. The findings of this **Defining Wealth Management report** will be published in Q2 2022.

ONLINE EDUCATION

We will create and release a new series of **micro–courses** on hot topics covered in all three certifications. This will approach continuing education credits by applying a contemporary new methodology that better matches how adults learn and process information today. The series will apply **instructional design** techniques that we use within our award-winning courses to single-hour CE offerings. This will allow for a **more thorough and engaging learning** than a one-hour webinar or conference session, on popular topics that have historically been dry and boring in the traditional lecture format, like tax law changes and CFP Ethics.

MEMBERSHIP BENEFITS

A new **InvestmentHelp.org** site will launch at the **ACE Academy** in May with a web-based tool to match consumers with certified advisors. This new search tool will be mission-driven with a guidance and approach perspective to a white-glove, high-end experience. Above all, the tool will be trustworthy, and investors must feel confident that they are being matched with ethical, competent advisors. The tool will be primarily written in plain language, so investors of all sophistication levels feel comfortable.

- The tool will focus on a matching feature with an **algorithm tuned to help investors find advisors** that are right for them.
- Advisors will **receive investor leads** that meet their qualifications. The search will encompass all CIMA, CPWA and RMA certified advisors and CFP members.
- The tool has the opportunity to become a **lead management solution** for many small advisor firms that don't otherwise have systems in place to manage incoming leads. Larger or more sophisticated firms may not want or need this functionality, so it will not be required.
- This listing will be a **membership feature** for all certified advisors (with a "Premium Subscription" upgrade included for Elite Members.)

COMMUNITY OUTREACH

The Board has approved the creation of a new **Investments & Wealth Foundation** to provide scholarships and tuition assistance to underrepresented practitioners and build on the success of the Institute's **THRIVE program** initiatives and **scholarship fund** launched in January 2020.