



EQUITABLE

The Qualified Recruitment Pipeline

Leveraging colleges and universities to accelerate the recruitment pipeline

“Collaborating with STC on the College Program has helped us tackle the talent and diversity pipeline problems that are plaguing the entire financial advisory industry. This program has transformed our hiring process.”

George Chammas, EVP,
Equitable Advisors, LLC

How Equitable Advisors Identifies, communicates, and nurtures talent in the Financial Industry with the STC Recruitment College Program

Executive Summary

College recruitment is more of an art than a science. Several months can pass from the first interview to the moment a new professional is onboarded, and with the stringent rules of FIRNA, many licensing exams cannot be taken until the new employee is sponsored by the firm. Each day that a new hire is not able to begin working brings lost interest and dulled focus, contributing to a decline in the talent pipeline and the loss of top candidates in a pool that is already threatened. The University Recruitment Program from STC allows firms to integrate licensing curriculum into colleges of their choice and build, protect and boost relationships with their most precious asset – their future employees.

- Equitable Advisors Northern California/Hawaii reports a pass rate at or near 100% with program participants who take the SIE. Compare that to the national first-time pass rate of 74%.
- Financial professionals have a high burnout and dropout rate for the career. It is estimated that only 10% of new financial professionals continue on with the career after 6 months on the job. After Equitable Advisors Northern California/Hawaii reports Advisors implemented its General Securities College Program, its 6-month retention rate quintupled – to 50%.

Challenge to Equitable Advisors: Maintain New Hire Interest and Keep Talent Engaged

George Chammas is an Executive Vice President at Equitable Advisors. He has been with the company for 14 years, moving up through the ranks. In his time with the company, he has become highly involved with its recruitment efforts. His experience demonstrated the critical importance of building and maintaining a pipeline of qualified future financial advisors. To solve the engagement problem, George and Equitable Advisors scheduled career fairs, held presentations, sponsored Backpacks to Briefcases initiatives and more. But the firm needed a strong partnership with a committed institution in order to strengthen the readiness of its incoming new hires to streamline the process of Onboarding.

Challenge to Schools: Help Students Pass FINRA Exams and Demonstrate Commitment

The benefits of the STC University Recruitment Program for a school and its students are two-fold. First, the College Program helps students to better understand the world of

financial services. Second, the program offers an excellent way for students to demonstrate their commitment to potential employers. The numbers are encouraging – at many schools, the SIE pass rate for students who have taken the College Program sits at or near 100%. This is compared to the national first-time pass rate of only 74% (<https://www.stcusa.com/resource-center/sie-exam/what-has-happened-so-far-with-the-sie-updated-statistics/>).

Solution: Interaction, Involvement, Tools to Hit the Ground Running

Equitable Advisors requires its new hires to pass the Series 7 and the Series 66 examinations. The General Securities College Program with the STC provides crucial preparation for the Securities Industry Essentials (SIE) Exam, the precursor to the Series 7, and seven other securities exams. The SIE bridges the gap between the company's interview and onboarding processes, keeping prospects and hires consistently engaged and excited about a future as a financial advisor.

The STC's partnership with universities across the U.S. is part of a dedicated effort to address the industry-wide shortage of incoming qualified financial advisors. This partnership helps students pass qualification exams and increases their exposure to a career as a financial advisor.

Securities Training Corporation is the nation's leading financial services training company, and it has provided study materials to help candidates pass FINRA regulatory exams since 1969.

To many schools considering the General Securities College Program, there is a common misconception that the program creates much more work for the administration.

The program has been deeply beneficial to Equitable Advisors. It has also been a boom to colleges and students.

The Corporate Pipeline Strategy

Choose



- Choose universities in your target demographics or around your target initiatives
- STC has existing pipelines already established that you can choose from, or seek new universities and build the pipeline
- Utilizing alumni or current recruiting relationships within universities speeds up launch times, but are not necessary for success

Communicate



Promote SIE Course

- Student finance clubs, investment floors, and labs
- Inside finance courses
- Information sessions
- Common areas

Career Fairs

Internship and job fairs within business

Private/Customized Events

- Host specialized events on or off campus that fit your model

Conduct Backpack-Briefcase sessions

- Information sessions
- Customized/private events

Identify



Automatic Reports

- Any students taking SIE courses and integrated into university classes will automatically be sent to your recruiters monthly
- Your team will see contact information, engagement with the content, and the student's performance

- Any self-study students we set up will also be sent to you

Student Engagement

- Nurture students who attend events and interact with your team

Qualify



Leverage Reports

- Use the reports to identify the best students
- Build a qualification system for vetting them (private event, offer a SIE voucher, Communicate directly, interview, etc.)

Expanding the University Offer

- Once the SIE is integrated into your school, we see success in expanding the opportunity by offering courses around the Series 6 or 7. You can do this with a cohort model – focusing on only those students who are in your qualification strategy. Once hired, they've passed the SIE and prepared for the next step.

Retain



University System

- Work with university systems to build certificates, non-traditional career changer pathways, etc.
- Some Universities are already building certificates for SIE, S6, and S7 – this model is deployed in many community colleges and 4-year universities already.

- Keep it simple –Corporations interact solely with students who have the SIE qualifications from partnering universities.

“The College Program with the STC has helped attract a diverse, highly qualified pool of college graduates to our firm and to the world of financial planning and professionalism. This is a benefit that cannot be overstated.”

George Chammas, EVP, Equitable Advisors

For the students, such a specialized program has helped relieve stress and teach them about an important but less-known industry. For schools, it has boosted hire rates and helped alumni enter the work force with a valuable qualification and a high degree of confidence.

STC College Program Offers Comprehensive Training

For students, the General Securities College program has helped relieve stress and teach them about an important but less-known industry. For schools, it has boosted hire rates and helped alumni enter the work force with a valuable qualification and a high degree of confidence.

Equitable Advisors is in good company. The General Securities College Program is backed by some of the largest corporations in the financial services world, as well as STC -- the market leader in securities training. The material used for the STC College Program works within an institution's current curriculum and provides students with the same content STC has used to train:

1,000,000+ Wall Street professionals
at more than **3,500** firms
for **50** years

The College Program combines fundamental principles with real-world examples to equip students with the knowledge required to pass FINRA securities license exams, including the new SIE Exam, Series 6 and Series 7.

General Securities College Program Integrates Easily into Existing Curriculum and Infrastructure

To many schools considering the General Securities College Program, there is a common misconception that the program creates much more work for the administration.

In reality, the logistics are fairly streamlined, as STC has iterated the program in over 120 schools across the entire country, and with the help of some of the largest firms in the financial services world.

Once buy-in is achieved, students, schools and firms can see the massive, lasting benefits of the program.

STC College Program at a Glance: Turn-Key Tools to Set Students Up for Career Success

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The materials for the STC College Program FINRA preparation courses are concise and easy to follow. Concepts and facts are explained with videos, text and other helpful supplemental materials.

STC's College Program provides instructors with the following:

- A detailed syllabus to provide a class timeline and structure
- PowerPoints for class lectures
- Teaching guides mapped to each PowerPoint
- Access to recruiters at top financial services firms
- On-demand video lectures
- Online testing and scoring diagnostics for instructors

- A dedicated staff of experienced instructors who may be contacted for assistance

For students, the program provides:

- Over 22 hours of on-demand lectures
- Crunch Time Facts
- Online flashcards
- Online progress exams
- Final exams
- Printed textbook
- Online study manual

STC's College Program Curriculum Department monitors changes to regulatory rules and regulations and works with instructors to integrate necessary corresponding changes into the exam preparation programs.

Success Story: College Program Helps Equitable Advisors Build a More Vibrant and Engaged Workforce

The metrics are impressive.

George Chammas, EVP at Equitable Advisors, has implemented the STC General Securities College Program at a number of California colleges, with great individual and cumulative success.

Since implementing its various General Securities College Programs with STC, Equitable Advisors Northern California/Hawaii has enjoyed a high retention rate of new hires, and new hires have demonstrated a pass rate of FINRA qualifying exams that is well above the national average. In making its hiring decisions, Equitable Advisors looks for a powerful

combination of positive factors in candidates, including:

- Numbers acumen
- Passion for business
- Ability to connect with people
- Coachability
- Integrity
- Work ethic

Equitable has used its General Securities College Program to advertise its key advantages to the strongest prospects.

On the school side, Equitable Advisors has had to overcome the perception by educators that the program creates more work. Once buy-in is achieved, students, schools and firms can see benefits of the program.

Preparing for and taking the SIE exam, along with studying for the Series 7 exam, sets students apart from other students entering the workforce. Students who participate in the STC College Program have shown they understand the material and can pass a FINRA exam.

With its power to streamline new hires' entry into the workforce, STC and Equitable Advisors are reinvigorating the entire financial advisory industry.

For additional information about STC's College program visit:

<https://www.stcusa.com/college-program>

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