

**IIAN Strategic Priority:
Recruit qualified talent into the
independent agency system.**



**INDEPENDENT INSURANCE
AGENTS OF NEBRASKA**
Talent Network
iian.talentnetwork.org

▪ **Program Objectives**

- Promote positive perception of insurance industry careers and independent agency system to students and college administrators
- Place interns in member agencies; manage process
- Recruit students and job-seekers for placement in member agencies

2017-18 Program Development & Implementation - 11/1/17 – 10/31/18

Marketing – Members/Students/Colleges

[Refer to 2017-18 Marketing Plan & Strategies](#)

Program Infrastructure

- Fine tune web site – process/resources; link to iian.org
- Build student prospect pool
 - Implement CRM software; drip marketing
- Recruit member “ambassadors” – volunteer for speaking, student events

College Relationships

- Metro CC, Hastings College
 - Implement planned sponsored student events – Metro, Hastings
 - Meet/communicate with faculty – getting members into the classroom
- Southeast CC
 - Continue regular student mock interviews (Program Director)
 - Work with administrators/faculty – getting members into the classroom, plan student events

Internships

- Build “willing agency” data base (survey/agency visits/monthly member update)
 - Confirm commitment
- Develop required agency/intern orientation process (ideas: face-to-face meetings, webinar, education at IIAN conferences, etc.)
- Match/place interns

Job Placement

- Build “willing agency” data base (survey/agency visits/monthly member update)
 - Confirm commitment
- Refer qualified applicants to agencies

Fundraising – 2017-18 Goal - \$46,140 (50% of total program cost)

- Build on success of annual golf tournament
- Implement IIAN Foundation fundraising plan
 - Implement at least one new fundraising strategy, based on consultant’s recommendations

Looking ahead:

- “Bootcamp” – for interns and new employees
 - Insurance 101
 - How Independent Agencies Operate
- Event with Nebraska Senators (ie, IIAN Day at the Capitol)
- Mixers for Alumni and Current Prospects
- Communication flow and marketing planning to different audiences

2017-18 Marketing Plan & Strategies



- **Colleges – Metro Community**

College, Southeast Community College, Hastings College

Student Interaction – Getting the Message to Students

Total Budget: \$12,750 Goal: 12-20 Prospects Per Term

1. **Sponsoring Student Events** – Planned With Deans/Administrators

Budget: \$8,250

- a. Metro CC

- i. Get 2 Work Wednesdays – 18 events

Visit one-on-one with about 20 students per event – get resumes

- ii. Kappa Beta Delta Dinners – 4 events

Business student organization – average attendance (not sure yet – event is

November 15 – he is predicting 30+) per event

- b. Southeast CC – To Be Determined

- c. Hastings College

- i. Tailgates – 3 Events

Description: Provide Pre-game interaction and casual recruitment Attendance:

Anticipate – 20 to 40 per event

ii. **Student Organizations - 5-10 Events**

Description: provide member panels, speakers, interaction

Attendance: 20-40

(First event held on 10/31/17 – Professional Business Leaders Student Organization. Hosted a panel of 3 members with 20 students attending.)

d. **Career Fairs – 1 or 2 Events (Budget - \$1,000 Included)**

i. **Booth/Student Give-Aways**

(NOTE: Booth and supply of promo items purchased in 2017 fiscal year)

2. **Sponsoring Planning Meetings With Administrators/Faculty**

Budget - \$1,500

- a. Scheduling Members in the Classroom
- b. Developing/Scheduling Student Events

3. **NExtgen Scholars Program** -Developed with Metro CC Administrator

Fee Based (\$10 Per Student)

Students invited to attend IIAN conventions/trade fairs, Day at the Capitol, etc.

4. **Speakers Bureau – Members in the Classroom**

Budget: \$1,000

- a. Metro CC – Communicating with instructors through Dean of Business – email, video, web site
- b. Southeast CC – Planning with faculty head
- c. Hastings – Planning with Dean

5. **Email - Drip Marketing** - Develop Prospect Pool

Budget - \$1,000

(NOTE: New CRM/Marketing Software purchase approved by IIAN Board June, 2017)

- a. Social Media Advertising – Facebook, Twitter, LinkedIN

6. **Snail Mail**

Budget - \$2,000 (Printing/Postage)

- a. Content - Educate students about career/internship opportunities

7. **Web Site** - Maintenance **Budget - \$250**

Member Involvement

- Job/Internship Placement
- Program Advocacy (Volunteers/"Ambassadors")

Total Budget: \$2,000 (see Travel Budget)

8. Communications

Total Budget: \$1,500

- a. **Snail Mail** – Program Announcement Oct. 2017/Jan. 2018

Budget - \$1,000 (Printing/Postage)

- b. **Face-To-Face**

i. Member Events 2018 – Conventions/Free CE's - February, May, August, October

ii. Meetings with targeted agencies/groups – ongoing/monthly

- **Ask for commitment - internship/hiring/speaking/events**
- Ask for support - IIAN Foundation

- c. **Internships** – Progress Meetings With Students, Program Director

Budget - \$500

- d. **Email**

i. **Member Update - Monthly** (target agency principals/leaders)

- List available resumes (pre-screened)
- Upcoming student events
- Calls to action

ii. **Program Updates/Features/Happenings** –

Montly IIAN *E-Bulletin*

Program Director Travel

Budget: \$3,400

- Hotel – 10 Room Nights
- Per Diem (Meals, Misc) – 45

BUDGET GRAND TOTAL – \$18,150