

Talent Network Update – October 9, 2018



75 resumes vetted...

28 of 75 viable candidates **38%**
5 of 28 hired by member agencies
2 – Inspro Lincoln
1 – SiverStone
1 – Quinn Ins.
1 – Koch

- 1 of the 2 new to insurance and hired by large Lincoln agency just received a promotion after being there only 6 months!
- Visited 60-member agency offices
- 80% of the current resumes have 0 insurance experience.
- 5% of IIAN members who have contacted us about new talent sent in forms through the Talent website.
- 10% of IIAN member agencies engaged in the Talent Network and asking for help.
- 4 colleges have solidified a partnership with us: **Metro Community College, Southeast Community College, Hastings College and Peru State College.** Update! **Wayne State, University of Nebraska Kearney, and Chadron State. 3 more targeted.**

What have I learned?

- That this works, but, I need a bigger pool of candidates for agencies to choose from, and expanding colleges has absolutely been necessary.
- I am seeing a need with smaller agencies - they are the ones who have been responding to my monthly emails. As I mentioned, some of those agencies are wanting folks that know the area. To date, I have been focusing on Lincoln, Omaha and Hastings for recruitment. The numbers just aren't there to provide to our members. I am also finding that members, are calling during their hiring process and I am only able to provide one or two options for them. Also, several members want someone with experience and I rarely have folks with experience.

Goals...

Based on experience to date, I need more resumes and more diversity in geography for agencies. So, it was my goal over the summer and early fall to establish relationships with as many as seven other colleges and set specific student interaction for fall.

Overall, our system is working but we need more candidates for agencies to choose from.

Here is my plan for fall recruitment:

Goal

100 resumes

10 Colleges

20 Viable Candidates

Strategies:

1. Student Interaction

Tactics for Student Interaction:

- Tables in lunch rooms
- Speaking at Sororities/student organizations
- Mock Interviews
- Panel Discussions

2. 10 Colleges

- Tactics for College Relationship Building
- 1-2 professionals speak annually at colleges
- 2-5 visits in person annually by TN Director
- Map out visits week by week
- Build info structure to communication with students
- Social Media Platform

3. 20 Viable Candidates

- Build info structure to communicate with students
- Continue emails to members
- Collect – 5-20 Inquiries from colleges of interested students
- Continue to build relationships with career counselors
- Social Media Platform

Future thoughts:

- Mentor students with NExtGen people.
- Have professionals follow up and call them to talk about journeys.
- Activate College Scholarship program.

Student Interaction Events Scheduled So Far This Summer-Fall:

1. Wednesday, July 11 - spoke to students at Metro Community College. They are starting a new program to license students in both P & C and L&H through a six-week program.
2. Tuesday, August 14 interviewed seven (7) students at Southeast Community College (SCC).
3. Tuesday, August 28 attended NECC in Norfolk Career Fair – met with Faculty Advisor for PBL group to hopefully set additional student event.
4. September 5 – Peru State Visit – Spoke to Faculty.
5. October 4 – UNK Career Fair (see below)
6. October 24 – Wayne State Cat Tracks
7. November 2 – PBL State Convention (confirmation pending)
8. November 14 – UNK Booth (IIAN – Talent Network event only)

Went to UNK and had a great visit with their Career Services Director, Dustin Favinger. Here is our plan:

1. **Day in the life of an Independent Agency video.** UNK's media center will be filming this and producing it. They will use it to advertise Talent Network to their students. We will also receive the video and rights for our own use. Hope to use Gary Thompson Agency as the backdrop and involve several members from several agencies Kearney and west.
2. **Attended the Career Fair for their AG Majors and Business majors on October 4.** This is an all-day affair. Four member agencies have volunteered to attend and meet with students throughout the day.
3. **Hosting an all-day Booth and after hours social at UNK on November 14.** I will work with Jeremiah and Zak to see if the Nextgen can help with this event...specifically the after-hours social.

What I have learned about the placement process from working and following up with members:

Candidate qualities – members are looking for detail oriented, self-starters and ability to communicate. ***CSR's*** - need to take direction well and be ok with being the support to an agent. Multi-tasking is necessary due to handling many case's and the importance of being able to follow up. Have to relate to people and have strong customer service skills.

Producers - Relatable to people, competitive spirit, detail oriented, risk taking.

Agency Culture –

When I go to a member agency and visit with the leader(s) I look for culture...is it quiet, how I am greeted, how the meeting is run, if I receive a tour how the guide interacts with employees and how the agency looks overall. We talk about training and I let them know about our training services and remind them what they receive as a member of the Big 'I'.

Candidate Screening –

When I meet with a candidate I am interviewing them or pre-screening.

First, I want to get to know the person. Who are they? What are their career goals? Past jobs? Attendance etc. I ask them what fills their bucket every day in a career. Then I look for their skills/strengths from what they say. Does it fit insurance? Could I see them in one of our offices? Could I work with them?

Then, we talk about who I am and what my role is in IIAN. I explain what a state association is and how there is a talent gap looming. How that affects our members and how that affects the industry. I try and explain away the myths of insurance and present them with the viewbook and show them the opportunities.

Once they have a good understanding we talk about how this might fit into their future career goals. Finally, we discuss their questions and I determine from there if I will pass their resume forward.