

## 2016-17 IIAN Strategic Plan & Strategies



**INDEPENDENT INSURANCE  
AGENTS OF NEBRASKA**

**Talent Network**  
iian.talentnetwork.org

### From 2016-17 Plan -

#### Implementation Phase 3 (developed by Task Force):

- Develop marketing plan and materials
- College staff and students:
  - Career descriptions; salary ranges, etc.
  - Online resources; web site; social media
- IIAN member agencies:
  - Agency visits with Marketing Director
  - Direct mail, e-mail, social media
  - IIAN events/regional meetings
- Develop member “ambassador” program:
  - Recruit/vet member speakers for college classes and events
  - Gather testimonials; solidify member agency support

#### Future Planning

- Ongoing research/communication:
  - Continue to research additional colleges for future expansion of the program
  - Research/develop knowledge base for members (ie, trends in the workplace, working with interns, intern funding programs like InternNE, etc.)
  - Monthly member newsletter

## 2016-17 Progress/Accomplishments – 1/1/17-10/31/17

- **Marketing Materials Developed**
  - Web site - [iialentnetwork.org](http://iialentnetwork.org)
  - Videos – members talking about careers, opportunities
  - “Viewbook” – career descriptions; salary ranges
  - College/Student Event Promo Items/Give-aways
  - Communication – Monthly targeted member update – pre-qualified prospects available, upcoming college/student events
- **Internship Program/Member Guide Developed**
  - Worked With Omaha Agency/Three Interns
- **Job Placement Mechanism Developed**
  - 12 student prospects interviewed/qualified for distribution to members
- **Relationships Built With Target Colleges;  
Strategies Planned – Student Interaction/Recruiting**
  - Metro CC – Business Dean, Daryl Hansen, Career Center Director, Monique Cribbs, KBD Advisor/Faculty, Asante Moody
    - Dean promoting program to 90 faculty members by email – goal: getting members into the classroom

- Kappa Beta Delta (student bus. org.) dinners planned – staff/member interaction with business students ([First event 11/15/17](#))
- Get 2 Work Wednesday sponsorships planned – monthly staff interaction
- Nextgen Scholars program planned – student involvement in IIAN events
- **Southeast CC** – Working relationship developed with Business Department Head; communication continuing.
  - Conducting mock student interviews ([25 conducted to date](#))
  - SECC Student Placed With Lincoln Agency
- **Hastings College** – Working relationship developed with Career Center Director; Dean of Business, Jamie Lough; Student PBL President, Trent Boyer
  - Sponsored student events planned – Tailgates, Student Org. Events
    - [First event held 10/31/17](#) – hosted Professional Business Leaders (PBL) student org. meeting – [panel of 3 IIAN members\\*](#), [20 students attending](#)
  - Talent Network booth situated in Career Center, periodically
  - College sanctioned student resume “book”
  - Faculty Meetings, Student Meetings
- **Marketing To Members – May-October, 2017**
  - Participated in MIAA (agency alliance) trade fair - May
  - Member interest survey implemented - June
  - [14 targeted/large member agencies](#) visited July-October; presentations at [3 agency group meetings](#); visits ongoing
  - Presentations made at IIA of Omaha meetings – March ([63 attended](#)), September; participated in IIAO-NAIFA-NAHU Golf Tournament, June
  - Presentations made to [125 members](#) at August Free CE seminars – Kearney, Norfolk, Ashland
  - Program announcement mailed to all member agencies – October
  - First resume email to agency principals/owners – October (good response)
  - Presentations made to [128 members](#) at IIAN annual convention classes – October 12
- **Student/Applicant Response**
  - Received [25 Resumes](#) – [9 were viable](#) and passed on to members
  - [Helped 5 Candidates](#) with Resumes
- **Fundraising – 22<sup>nd</sup> Annual Foundation Golf Tournament, October 11**
  - Achieved income goal of \$22,500 – 100% increase over 2016 tournament
  - Upgraded and effectively marketed sponsorship program and registration – 144 golfers (max capacity - almost 50% more than 2016 tournament)

[\\*Hastings College PBL Panel Discussion – Feedback from member panelists:](#)

**Krae Dutoit:** Thanks again for helping line this up. I thought overall it went very good. The attendance at the meeting was more than I expected and I thought the interaction was overall was very good as well. Hopefully there can continue to be good dialog with Hastings College.

**Jason Ackles:** Like Krae I was also pleasantly surprised by the turn out and the questions that were asked. It was good to hear the variety of questions and allow them to hear how insurance and our business is just that a business and not “just selling insurance”. I believe there is so much to offer in the form of professional opportunities depending on the agency they may join. Look forward to continuing this in the future!

**Ronnett Kitten:** I was very pleased at the number of students that attended the meeting. They seemed to be engaged as well! I think it is a start to opening some doors at HC and hope they have more events like this in the future. Keep up the good work!

# 2017-18 Program Development & Implementation

## 11/1/17 – 10/31/18

### Marketing – Members/Students/Colleges

- Refer to 2017-18 Marketing Plan & Strategies



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### 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