



## **3-Year Planning Session – July 20, 2021**

### **NEW IIAN STRATEGIC 3-YEAR GOAL – 2021-2024:**

**Meet the talent requirements of agencies to attract, train & develop, and prepare the next generation for leadership**

#### **3-Year Strategy:**

**Collaborate to develop and implement a strategy for talent acquisition and development**

- Awareness of IA channel careers
- Identify and source new talent
- Train (technical, service, sales)

#### **Task Force Talent Network Success Factors (Objectives):**

- **Increased awareness of insurance industry careers and the independent agency system by college career administrators and college students**

##### **Strategies:**

- Continue to develop strategic partnerships with Nebraska colleges and universities
  - Participate in scheduled career center and student activities
  - Promote IIAN resources (ie, Career Plug) and web site (ie, job descriptions, career opportunities)
  - Develop, implement “take a student to work” day
- Continue targeted digital advertising; benchmark click-through rate (CTR)
- **Increased and sustained use of IIAN Career Plug online hiring resource by IIAN members**

**Strategies:**

- Develop adoption and conversion rates
  - Implement IIAN point-of-contact strategies
    - Link member application and communications to web site; provide contact info for questions
    - Promote during in-person and remote visits by IIAN staff
  - Provide incentives/prizes for member agencies to post jobs
- **Successfully developed and implemented training programs for prospective and 1<sup>st</sup>- year agency personnel**
- Strategies:**
- Research member needs; review existing/other state Big “I” programs
  - Work with IIAN Professional Development task force to develop program
  - Coordinate program with new IIAN Foundation scholarships
  - Promote to diverse populations and 2<sup>nd</sup> career-seekers