



### 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

**IIAN Staffing:** Kevin Kraft-Marketing, Jacilyn Bruns-Communications

#### **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**
  - Continue and build on UNK and UNO relationships
  - Expand college outreach to include UNL Athletics partnership
    - 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)**

- **New Digital Advertising Partner – Starting January, 2022**  
Switch from I-CAN to Learfield/IMG – expanded reach and dedicated team
- **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

	2020-21 YE Proj	2021-22 Budget			
515-070 9/31/21	19029.00	11250.00	Learfield -9 Mos		\$15,000 Annual
I-CAN - 1 Mo	833.00	2499.99	I-CAN -3 Mos		\$10,000 Annual
<b>Communications Staff</b>	<b>1385.00</b>	<b>18500.00</b>	<b>State Share</b>	<b>TC Share</b>	<b>Total 3</b>
UNK	2000.00	1333.00		667.00	<b>Campuses</b>
UNO	5167.00	9042.00		6458.00	
UNL		16125.00	<b>26500.00</b>	26125.00	<b>33250.00</b>
Career Fairs/Misc	600.00	600.00			
<b>TOTAL</b>	<b>29014.00</b>	<b>59350.0</b>			
Found Contribution	14507.00	29675.00	13250		
<b>IIAN Contribution</b>	<b>14507.00</b>	<b>29675.00</b>	<b>13250</b>		

## Notes – July, 2021 Planning Meeting

### Success Factors

1. Digital Marketing – benchmark click-thru rate (CTR)
2. Continue college partnerships
3. Career Plug – adoption rate, conversion rate
4. New Hire Training
  - a. 2<sup>nd</sup> careers
  - b. 1<sup>st</sup> year hires
  - c. High school – CSR's