



## Year 2 Planning Session – September 1, 2022

### **CONTINUING 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:** Ann Ames-CEO, Jacilyn Bruns-Communications Director

#### **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):**

- **New Year 2:** Increased awareness of insurance industry careers and the independent agency system by job changers and second career seekers

#### **Strategies:**

- **Develop resources to connect this segment to independent agency system job opportunities by July 1, 2023**
  - **Develop outreach strategy to diverse groups (ie, teachers, medical, military)**
    - Research resources available through [Nebraska Department of Economic Development](#)
    - Determine feasibility of participating in career fairs targeted to this segment (ie, State Fair, local community)
    - Promote IIAN resources (ie, Career Plug) and web site (ie, job descriptions, career opportunities)
    - Determine feasibility of expanding targeted digital advertising program to this segment

- Meet with Learfield representative to determine reach, costs
  - Determine 2022-23 Budget projection for this objective by January 1, 2023; seek approval by IIAN and Foundation Boards.
- **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, UNL and UNO relationships
      - Participate in scheduled career center and student activities
      - Promote IIAN resources (ie, Career Plug) and web site (ie, job descriptions, career opportunities)
  - **Continue targeted digital advertising; benchmark click-through rate (CTR)**
    - Monitor the traffic on IIAN careers webpage; routine check
    - Digital Advertising Partner – Starting January, 2022 - Learfield/IMG – expanded reach and dedicated team
- **Increased and sustained use of IIAN Career Plug online hiring resource by IIAN members**

**Strategies:**

  - Increase number of Free and Paid Pro memberships to 50 and 15 by Nov. 1, 2023
  - 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
  - Investigate feasibility of reduced Pro pricing for IIAN members; 1-year “stipend”

- **Successfully developed and implemented training programs for prospective and 1<sup>st</sup>- year agency personnel**

**Strategies:**

- IIAN's "New Hire Basic Training Program will be launched and utilized by 20 member agency by October 31, 2023
- Coordinate program with IIAN Foundation New Professionals scholarships
- Promote to diverse populations and 2<sup>nd</sup> career-seekers

	2021-22 YE PROJ	2021-22 Budget	2022-23 Budget				
Learfield-9 Mos	11250.00	11250.00	15000.00	Learfield -12 Mos		\$15,000 Annual	
I-CAN -3 Mo	2499.99	2499.99	0	I-CAN -0 Mos		\$10,000 Annual	
Communications Staff	20218.00	18500.00	22325.00	IIAN Share	TC Share		Total 3 Campuses
UNK	1333.00	1333.00	1333.00		667.00		
UNO	9042.00	9042.00	10000.00		6000.00		
UNL	16125.00	16125.00	20000.00	31333.00	24000.00	30667.00	62000.00
Career Fairs/Misc	900.00	600.00	600.00				
<b>TOTAL</b>	<b>61368.0</b>	<b>59350.0</b>	<b>69258.0</b>				
Found Contribution	29675.00	29675.00	34629.00	15666.5			
<b>IIAN Contribution</b>	<b>31693.00</b>	<b>29675.00</b>	<b>34629.00</b>	<b>15666.5</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