

2024 Strategic Plan Progress Update

September 1, 2022



“If we were sitting here in 2024, what would have to happen for us to be happy about our progress?”

3-YEAR PRIORITY

TALENT: Meet the talent requirements of agencies to attract, train, develop and prepare the next generation for leadership.

Year 1 Goal:

Students and college administrators throughout the University of Nebraska system will be aware of career opportunities available

- Continue and expand the Talent Network college outreach program, in cooperation with the IIAN Foundation Board
- Finalize and promote new Foundation scholarship program
- Continue digital advertising program targeted to college campuses; social media



TALENT

- **Objective: Attract**

- Talent Network Task Force Update
- College Outreach Activities:
 - Expanded last year to include UNL
 - Career Fairs at UNL, UNO, UNK



TALENT - Attract

- **Athletic Partnerships with UNL and UNO**
 - April 12 Husker Baseball activation booth
 - April 27 Omaha Curling event at Baxter Arena
 - Free tickets to May 20 Husker Baseball game given to Big I Members



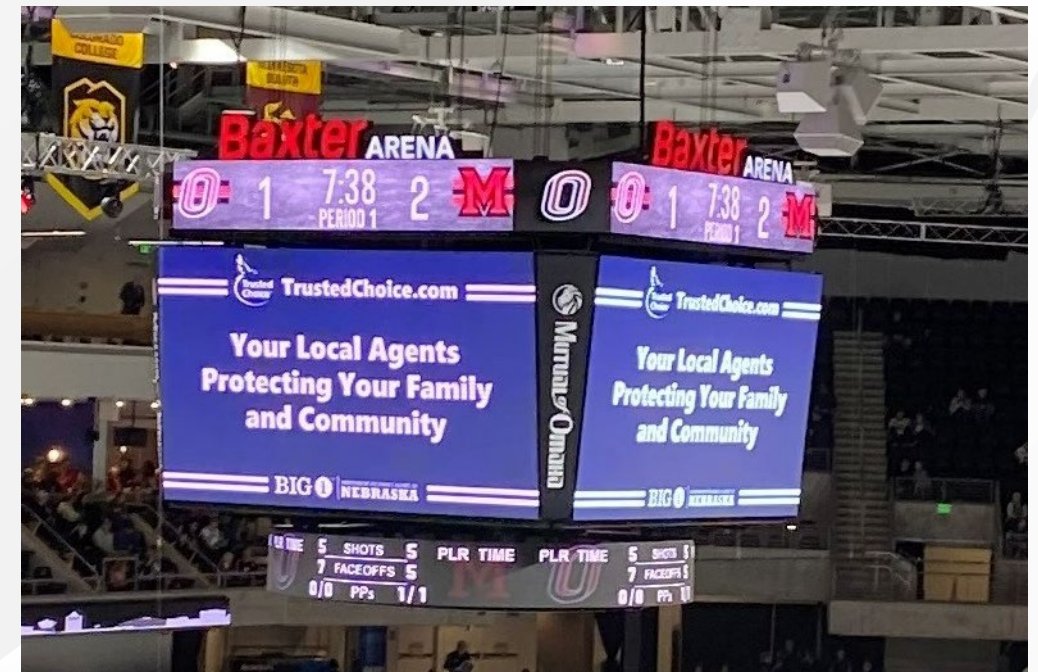
TALENT - Attract

- **Athletic Partnerships with UNL and UNO**
 - Sept. 10 Husker Football activation booth
 - Sept. 13 Husker Volleyball activation booth
 - Tickets to the Nov. 5 football game and Nov. 11 volleyball game will be silent auction prizes at our annual convention!
 - We will also have giveaway tickets to UNO hockey and basketball



TALENT - Attract

- **Digital Advertising with UNL and UNO**
 - Video board at Baxter Arena
 - Concourse TVs of Memorial Stadium, Devaney Center
 - Bonus ad on UNO Baseball/Softball scoreboards
 - Radio :30 spots ran in February and March on Huskers Radio Network
 - Digital ads on Omavs.com and Huskers.com



TALENT - Attract



- **IIAN Foundation - New Scholarships**
 - Mark B. Lisko Big “I” Nebraska Scholarship
 - UNK students Rylee Huff and Clara Schindler were our first scholarship recipients!
 - \$1,275 (\$637.50 each)
 - Jon Hongsermeier attended the UNK College of Business and Technology Awards Night on May 6

TALENT - Attract

- **IIAN Foundation - New Scholarships**
 - Insurance Professional Scholarships – January 2022
 - Year 1 scholarship: Kyle Bacus
 - Up to \$500
 - Year 2-5 Scholarship: Noah Walz
 - Up to \$1,000



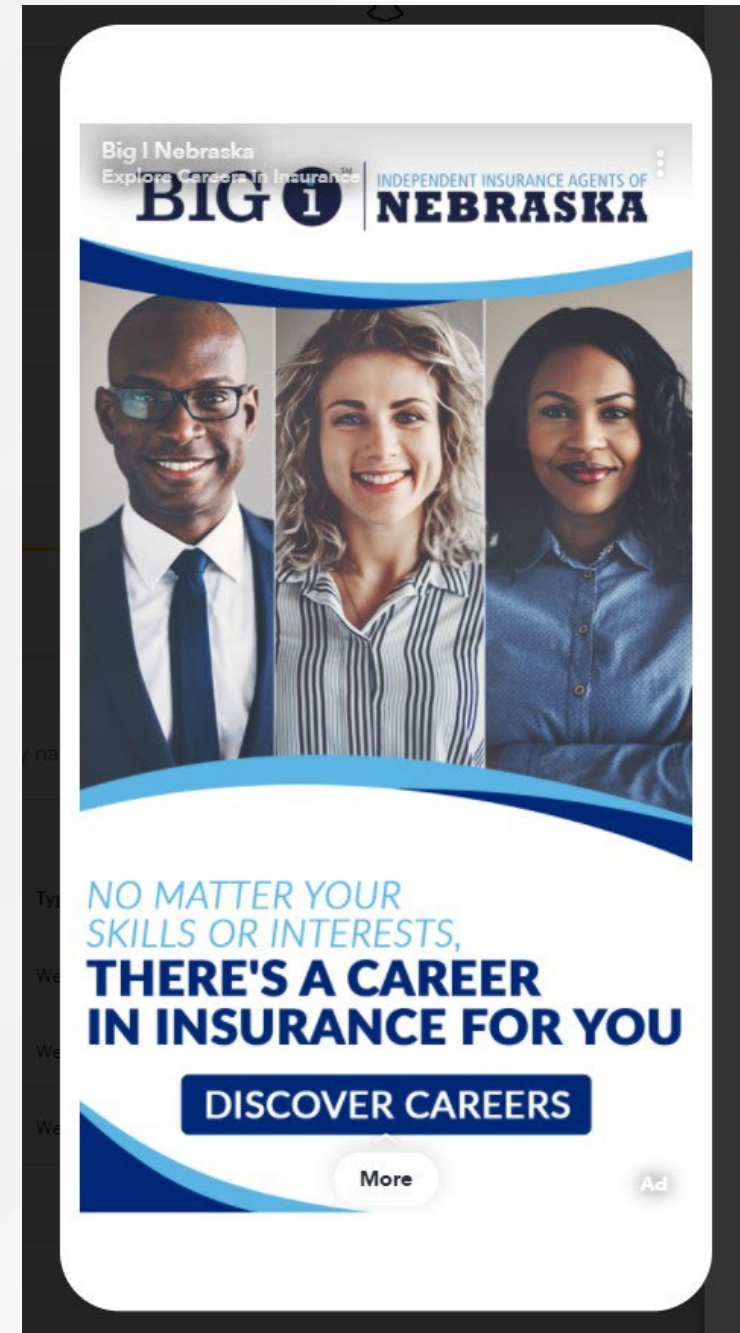
TALENT - Attract

- **IIAN Foundation - New Scholarships**
 - Insurance Professional Scholarships –July 2022
 - Year 1 scholarship: Blake Sears
 - Up to \$500
 - Year 2-5 Scholarship: Kyle Bacus
 - Up to \$1,000
 - Next scholarship application window opens January 2023



TALENT - Attract

- **Digital Advertising with Learfield**
 - Social media ads targeted to college age students
 - **Over 2.7 million impressions and more than 17,500 clicks thus far for 2022**
- All of our ads direct traffic to the **IIAN Careers page and Job Board:** www.ian.org/careers



Google Display

	Impressions	Clicks	Click-Through Rate
Ad 1	368,201	3,141	0.85%
Ad 2	278,699	1,971	0.85%
Ad 3	296,400	3,372	1.14%
TOTAL	943,300	8,484	0.90%

1

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NO MATTER YOUR SKILLS OR INTERESTS,
THERE'S A CAREER IN INSURANCE FOR YOU

DISCOVER CAREERS

Find a Career in Insurance

Discover how your skills and strengths
can be leveraged in an insurance career.

2

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DISCOVER YOUR PERFECT
FIT IN INSURANCE.

FIND YOUR CALLING

Find a Career in Insurance

Discover how your skills and strengths
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3

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FIND A REWARDING
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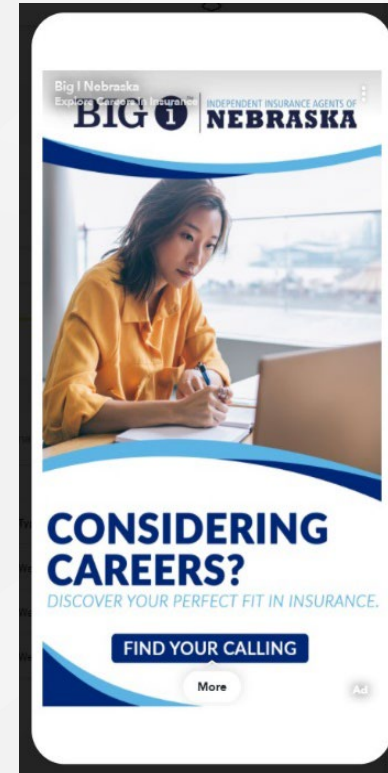
Snapchat

	Impressions	Clicks	Click-Through Rate
Ad 1	442,905	1,306	0.29%
Ad 2	442,015	1,367	0.31%
Ad 3	442,260	1,273	0.29%
TOTAL	1,327,180	3,946	0.30%

1



2



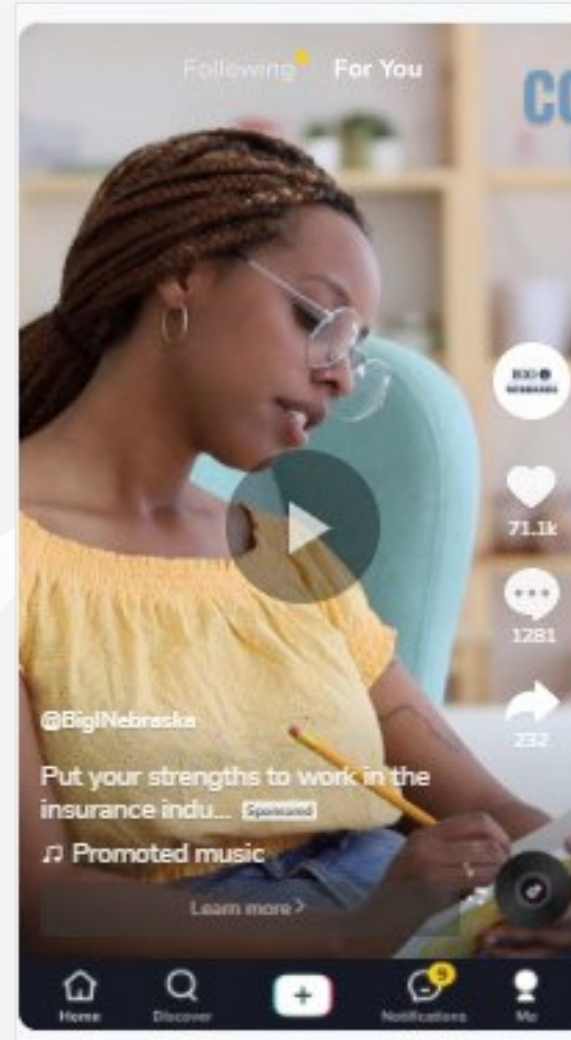
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TikTok

	Impressions	Clicks	Click-Through Rate
Ad 1	495,168	5,162	1.04%

1



TALENT - Attract

- **The 27th annual IIAN Golf Tournament had our largest-ever crowd!**
 - Raised \$24,000 for the IIAN Foundation!



TALENT - Attract

Year 1 Goal:

Job-changers and second career seekers will have a path to enter independent agency careers

- Research partnering with an organization catering to displaced workers (Year 2 – 2023)
- **Grow use of Career Plug by member agencies**
(de-emphasize Big I Hires)

TALENT - Attract



- **CareerPlug**

- IIAN Members who have activated their free accounts can post to their openings our job board
 - **34 member agencies** have activated their free accounts
- For the greatest number of impressions, upgrade to CareerPlug Pro
 - **10 member agencies** utilize CareerPlug Pro, which includes more hiring features and automatically shares their openings to all the top job boards
 - (Indeed, ZipRecruiter, LinkedIn, Google Jobs, etc.)

TALENT - Train

- **Develop a “Basic Training” program**
 - Will qualify new talent for agency jobs, and provide a knowledge base for brand new employees
 - Guided by Professional Development Task Force



TALENT – Train

- **Research So Far:**

- Networking with agents around the state for input
- Working on appointing Task Force members
- Researching 7 programs for Task Force to evaluate
- Researching other Big I states' programs and marketing
 - Almost all are promoting programs that IIAN members already have access to!

Budget FY2023

	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	19398.00	18500.00	20500.00	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				
TOTAL	60548.0	59350.0	67433.0				
Found Contribution	29675.00	29675.00	33716.50	15666.5			
IIAN Contribution	30873.00	29675.00	33716.50	15666.5			



INDEPENDENT INSURANCE
AGENTS OF NEBRASKA

F o u n d a t i o n