



## PROGRAM/ACTIVITY UPDATE FROM KEVIN KRAFT, IIAN MARKETING DIRECTOR APRIL 7, 2021

First off, have you seen our newest partnership with, [CareerPlug](#)? The job board we rolled out last November has seen a lot of traffic, but doesn't assist agents throughout the entire hiring process. **Well, that is about to drastically change on Monday (4/12/21) when we roll-out one of our most powerful member resources to-date.** [Click here to watch a video](#) of what every member-agency will have access to for FREE! (Note, an upgraded version is available at the cost of \$499/year, which in the world of recruiting is a steal!)

**If you would like let us know who in your office handles hiring, we can get the activation code sent to them on Monday (4/12), so they can start utilizing this terrific new resource!**

Here are some events that took place over the last few months:

- **2/3 and 2/4: Not directly tied to the Talent Network, but still important to note. IIAN conducted Focus Groups**, which covered a wide array of topics, but a fear shared amongst almost all participants revolved around **hiring**; either the process itself or finding the right person. This stresses the importance of our efforts to promote careers in the insurance industry, plus the reason we felt we needed to upgrade our current job board.
- **2/17: UNO Virtual Career Fair via our partnership with UNO Athletics.** Met with a handful of students in 1:1 sessions, and all were surprised to hear the options that are available in the industry.
- **3/2: UNK Meet The Partners.** Third time participating in this event, which is pretty much a presentation to a business class at UNK. This event has directly led to students signing-up to meet with IIAN at UNK Career Fairs.
- **3/4: UNK Virtual Career Fair.** Like most virtual career fairs, you meet with a smaller number of students, but the conversations tend to be more engaging. Students specifically noted that based on what they have seen and heard from IIAN at other events that they are truly considering careers within insurance.
- **3/24: Wayne State Virtual Career Fair.** Students here generally are studying something specific like education, criminal justice, or IT, but we're able to show them all they have alternatives outside of those specific career fields, which seems to be refreshing for the students to hear.
- **3/26: UNO Mock Interviews.** Conducted over ten interviews for UNO students that are nearing graduation. These typically just turn into conversations, but had multiple students thank me for not just asking the "standard interview questions", but actually having a conversation about what they can expect after college and different avenues they can go down if they choose.

We still have a couple events to round out the school year:

- **4/11: Sitting in as a judge at Phi Beta Lambda's** Spring Leadership Conference.
- **4/27: UNK Employer Panel**

We knew this whole process is going to be somewhat slow moving, but I can see at every event more and more students are recognizing who we are and that we can provide numerous career paths for graduates. This is an area that our members need assistance in, be it raising awareness of careers in general or actually providing a system to streamline the hiring process for many, but I think it shows we are on the right path and should continue to grow in our relationships with universities and colleges around the state.

## FALL, 2020 UPDATE

As 2020 draws to a close, we want to provide an update on what took place in Q4, in regards to our Talent Network efforts:

- **10/8: UNK Employer Panel;** a chance to relay our message and answer student questions
- **10/15: UNK Virtual Career Fair;** IIAN hosted individual and group sessions, which were well attended
- **10/21: UNK Company Connections;** physically visited with students and spoke in a classroom setting
- **10/21: Phi Beta Lambda Panel;** IIAN, in addition to two other organizations, answered questions posed by PBL members
- **10/22: Phi Beta Lambda Fall Leadership Conference;** IIAN participated in the “young professionals” segment, which allowed us to share opportunities available to PBL members
- **10/26: UNK class presentation with Todd Anderson;** spoke to intro level ag-business class about importance of crop/ag insurance and opportunities for them in the industry
- **10/28: Wayne St Virtual Career Fair;** IIAN hosted individual sessions, which had below-average attendance
- **November kick-started our IIAN job board,** which saw activity from both members and partners. Also, we have successfully helped a member-agency hire an individual thanks in part to our job board. Activity has grown stagnant throughout December.
- Throughout November and December we assisted with **UNK Mock Interviews** as well

**Our digital marketing efforts with, ICAN,** have continued throughout this year. **Attached is the breakdown for November activity,** which remained steady at the beginning of the month, but fell as we got closer to Thanksgiving. We are expecting similar activity levels in December, and plan to continue this campaign in 2021.

At this point it looks like events at the start of the spring semester will still be heavily focused around virtual. Colleges have yet to release much information regarding spring semester, but we will keep you posted. Even though the fall semester wasn't what we had hoped for we believe we made the best of the situation and continued our goal to raise awareness of career opportunities available in the insurance industry.