

# Program Update

## September 29, 2020



INDEPENDENT INSURANCE  
AGENTS OF NEBRASKA  
 **Talent Network**  
[iian.talentnetwork.org](http://iian.talentnetwork.org)

# Task Force Meetings

## ○ July, 2019

- Developed Action Steps based on June 20 Joint Board planning session

## ○ August, 2019

- Decided to become UNK Career Center Partner

## ○ February, 2020

- Decided to implement digital advertising campaign (ICAN)

## ○ July, 2020

- Updated Action Steps based on June 18 Joint Board planning session
- Decided to subscribe to IIAN Job Board powered by MemberClicks – free to IIAN members
- Decided to become a UNO Mavs Athletics sponsor starting October, 2020 – received Trusted Choice grant

## 2019-20 Task Force

- IIAN – Derek Wright, Elliot Bassett, Tony Purvis, Barb Dale, Sandra Ryks
- Foundation – Jon Hongsermeier, Riley Tonkin, Ben Royal, Dee Sykora

# Online Survey: Resources Big "I" Could Provide To Help Find/Hire New Employees



# Program Strategies 2020 & 2021:



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## From Board Planning Session – 6/20/19

- Promote positive perception of insurance industry careers and independent agency system to students and college administrators
- Provide ways for job candidates and members to connect with each other – let them be responsible for the placement process
- Provide resources for member agencies to implement internships themselves

# Program Success Factors



## Board Planning Session – 6/20/19

- **Continuing Long-Term Strategy:** Partner and collaborate (IIAN-Foundation) to recruit qualified talent into the independent agency system.

### 2019 Success Factors:

- **Increased awareness** on the part of administrators from targeted Nebraska colleges and leaders of targeted student organizations, of insurance career opportunities and Talent Network resources
- **Increased IIAN member participation** in targeted college student events
- **Expanded IIAN web site facilities** for IIAN members, job seekers, and college students to post job opportunities and resumes, and connect with each other
- **Increased IIAN member use of Big “I” Hires**



# Program Success Factors 2020



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## From Board Planning Session – 6/20/19

- **Continuing Long-Term Strategy:** Partner and collaborate (IIAN-Foundation) to recruit qualified talent into the independent agency system.

## 2020 Success Factors:

- **10% of member agencies** will post jobs on IIAN interactive web site (not recommended by Task Force) and/or Big "I" Hires - **9 member agencies are Big "I" Hires users (as of June, 2020)**
  - **Big "I" Hires program/pricing revamped in July, 2020 due to COVID-19 pandemic**
- Members will **hire 10 candidates from Big "I" sources**, including interns - **????**
- **Increased IIAN member (including nextgen) participation** in student events and planning – **somewhat successful – progress interrupted by COVID-19 pandemic**

# Program Success Factors 2021



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## From Board Planning Session – 6/18/20

- **Continuing Long-Term Strategy:** Partner and collaborate (IIAN-Foundation) to recruit qualified talent into the independent agency system.

### 2021 Success Factors:

- Up to 10% of member agencies will post jobs on the new IIAN Job Board
  - Goal softened due to COVID-19 pandemic
- Members will hire 10 candidates from Big “I” sources
- Increased IIAN member (including nextgen) participation in student events and planning
  - Depends largely on colleges going back to in-person events somewhat successful – progress interrupted by COVID-19 pandemic
- **NEW:** Diversity will be a focal point for program strategies

# Major Focus – 2019-20 & 2019-21

**Promote positive perception of insurance industry careers and independent agency system to students and college administrators.**

- This area will be the major focus of staff/member activity.  
**The goal would be advocacy, not placement** (although it could happen organically).



# Action Plan – 2020-21

## Major Focus

- Continue to develop and expand on relationships with college administrators and student organization leaders
  - Continue to work with UNK, Wayne State, Southeast CC
    - Student organizations: Phi Beta Lambda, Gamma-Iota-Sigma actuary student organization
  - **Major program decisions:**
    - 2-Year Career Center Partnership – UNK (refer to schedule)
    - Phi Beta Lambda Sponsor (business student organization)
    - NEW: UNO Mavs Athletics Sponsor – Starting October, 2020

# Major Focus - Action Plan – 2020-21

- Continue to participate in student events for Fall, 2020 – Spring, 2021
  - **UNK - 2-Year Career Center Partnership (refer to handout)**
    - Oct 1 2019 – Agribusiness/Career Fair    Nov 13 2019 – “Company Connections”  
Feb 13 2020 – Career/Internship Fair
    - **COVID Impact: Live Spring Company Connections cancelled**
    - April 29 2020 - Virtual Employer Roundtable, Virtual Career Fair Oct 15, 2020 – Marketing Director invited to participate
  - **Wayne State:**
    - Oct 23 2019 Career Fair – 4 young agents manned IIAN table, made Phi Beta Lambda connection
    - **COVID Impact: Live Spring Career Fair cancelled – Virtual Career Fair Oct 28, 2020**
  - **Phi Beta Lambda Sponsorship:**
    - **COVID Impact: Mar 29 2020 State Leadership Conference restricted to students only – Marketing Director invited to participate in Virtual State Conference Sept 2020**

# Major Focus - Action Plan – 2020-21

- **Recruit members in areas around targeted colleges to attend events**
  - **COVID Impact: Harder for members to be involved in virtual events**
  - **UNK & Wayne State – Fall, 2019 Student Events**
    - Most events limited to 3-4 members/IIAN staff each
    - Still feeling our way – opportunity should expand as student events/involvement expands
- **Create marketing media/materials**
  - Print insurance careers brochure updated – used at Career Fairs
  - Working with UNK to develop promotional video

# Secondary Focus - Action Plan – 2020-21

- Provide ways for job candidates and members to connect with each other – let them be responsible for the placement process
  - **Promote new IIAN Job Board** to IIAN members, college students, job seekers
    - Free to use – [www.iian.org](http://www.iian.org) – [Careers](#) web page
    - **Implement social media campaign**
  - **Monitor I-CAN digital advertising program** – make recommendation regarding renewal
    - Connected to IIAN [Careers](#) web page
  - Promote Big “I” Hires

# Secondary Focus - Action Plan – 2020-21

- Promote existing new employee training resources
  - New Hire Training – My Agency Campus
  - Basic & Beyond (supported by IIABA Virtual University)

## Basics And Beyond

*A dynamic and flexible agent training solution from the Big "I" Virtual University.  
Online, streaming video - expert classroom instruction, approved for CEUs in Nebraska.*

You've been an agent for a year or two, the ride has been incredible! You like the business, the relationships and the challenge; and you suddenly realize insurance is complicated, confusing and sometimes frustrating. Let this new Big "I" Virtual University training guide you through risk and insurance basics, your way, via the ABEN platform.



The program offers 3 hours to 24 hours of training for a wide range of learning experience - Basic to Beyond!  
Courses offered every week - [see Course Catalog and register here](#).  
Or, click on individual courses below. Approved for CEUs in Nebraska.

## New Hire Training



New to the industry or have new hires that need training?

**Start with the following online training packages.**

Online learning is ideal for new hires and job changers and is an excellent way to fit coverage education into the workday. Our new hire training is on-demand, interactive, cost-effective and measurable!

Select a specific curriculum package to train your new hire based on their individual needs and area of expertise. Audiovisual exercises and knowledge checks provide an interactive learning experience giving the new hire a jump-start. Purchase of each package provides 4 month access to the curriculum selected.



# Back Burner – 2020-21

- Provide resources for member agencies to implement internships themselves
- Member/Leader Feedback
  - Small group discussion/experience from prior efforts indicate that some agencies have implemented internships successfully, while the majority of member agencies do not have the internal resources/time
- Action Plan
  - Promote internship guide already developed by former program director



## INTERNSHIP GUIDEBOOK FOR AGENCIES YOU HAVE AN INTERN...NOW WHAT?

Thank you for choosing to host an intern! As you know staffing continues to be a major challenge for independent insurance agencies. Principals regularly point to the difficulty in finding qualified, motivated employees – and to their struggle in drawing those talents to an industry not necessarily known as sexy or exciting. This guide will walk you through the important elements of internships – including issues of compensation, credit, and legal implications – and provide you with a framework for developing your own intern program.



# Staffing/Budget Implications

- **Staff for Talent Network** consists of Carol McClelland, Kevin Kraft, and Luke Weidner
- **Budget Impact**  
On an annualized basis, total program cost for 2020-21 fiscal year is projected to be **\$30,000**  
**- \$15,000 each IIAN and Foundation**

	2019-20 YE Proj	2020-21 Budget
UNK Partnership	\$ 2,000	\$ 2,000
Career Fairs/Misc	\$ 595	\$ 600
I-CAN - 9 Mos	\$ 6,083	\$ 10,000
Job Board	\$ 750	\$ 750
Communications Spec	\$ 12,937	\$ 7,750
UNO	\$ 5,000	\$ 5,500
TN Web Site	\$ 150	\$ -
<b>Total Program Exp</b>	<b>\$ 27,515</b>	<b>\$ 26,600</b>
<b>Found Contribution</b>	<b>\$ 6,667</b>	<b>\$ 13,300</b>
IIAN Contribution	\$ 20,848	\$ 13,300
<b>Budget Total</b>	<b>\$ 50,000</b>	<b>\$ 30,000</b>
<b>Found Contribution</b>	<b>\$ 25,000</b>	<b>\$ 15,000</b>
IIAN Contribution	\$ 25,000	\$ 15,000

# Budget/Actual - 50/50 Cost Share – Oct '17 – Nov '21

	Year 1-YE -10 Mos	Year 2-YE	Year 3 –YE	Year 4- YE Proj	Year 5-Budget
Program Director	1/1/17-10/31/17	11/1/17-10/31/18	11/1/18-10/31/19	11/1/19-10/31/20	11/1/201-/31/21

Salary/Benefits		\$	45,948	\$	64,300	\$	67,105	\$	19,785	\$	7,750	\$	204,888
Marketing	Mileage/Cell Phone	\$	6,786	\$	8,558	\$	9,774	\$	0	\$	5,500	UNO Sponsor	
	Colleges/Students	\$	8,487	\$	5,384	\$	**17,125	\$	15,000	\$	12,600		
	IIAN Members	\$	5,350	\$	3,635	\$	3,315	\$	TBD	\$	15,215	\$	750
	Sub-Total	\$	20,713	\$	17,577	\$	30,220	\$	30,215	\$	18,850	\$	117,575
		Projection 10/1/18		\$	81,877	**Incl \$5,000- PBL Student Competition							
Grand Total	Budget	\$	66,671	\$	92,280	\$	97,319	\$	50,000	\$	30,000	\$	335,864
	Actual	\$	55,770	\$	84,708	\$	43,208	\$	27,515	\$	26,600	\$	237,801
		50%/50%		50%/50%		50%/50%		50%/50%					
IIAN Share	50%	\$	28,610	\$	47,158	\$	19,202	\$	20,848	\$	15,000	\$	130,818
Foundation Share	50%	\$	27,160	\$	37,550*	\$	24,036	\$	6,667*	\$	15,000	\$	110,413
										\$ 241,231			
				*10 Mo. Inst. Paid				*3 Mo. Inst. Paid					
				Year 1 & Year 2 Sub-Tot									
IIAN Share				\$ 75,768									
Foundation Share				\$ 64,710									

# Budget- 50/50 Cost Share – Oct '17

[illegible]