



## Joint Board Planning Session – June 18, 2020

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

### **Adjust 2020 Success Factors: COVID-19 Impact**

- **10% of member agencies** will post jobs on the IIAN Job Board
  - **Back off of 10% goal for the rest of 2020 and into 2021, since agencies/companies are not hiring due to COVID-19 pandemic**
  - Continue to promote to members; focus on large agencies
    - Follow up with current Nebraska users for feedback
- Members will **hire 10 candidates from Big “I” sources**, including interns
  - **Back off of this goal for the rest of 2020; move to 2021**
- **Increased IIAN member (including nextgen) participation** in student events and planning
  - **Keep through 2021, assuming that colleges will begin to open up again**

### **New 2021 Success Factor:**

- **Diversity will be a focal point for program strategies**

### Action Plan under each program strategy:

- **Major Focus:** Promote positive perception of the 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 is advocacy, not placement (although that could happen organically).

- **Action Plan - New For 2021**
  - **Develop Task Force recommendation regarding Omaha Mavs sponsorship proposal**
    - Determine if data can be tracked to indicate success and ROI
    - Investigate potential for Trusted Choice® grant to defray expense
  - **Continue to develop and expand on relationships with college administrators and students from UNK, Wayne State College, and Southeast Community College**
  - **Participate in student events for Fall, 2020 and into 2021, as they become available**
  - **Recruit members in areas around targeted colleges to attend student events**
    - **Communicate with nextgen leaders about how to promote involvement in student events, making presentations**
  - **Create marketing media/materials**
    - **Create short, engaging videos/graphics**
- **Secondary Focus: Provide ways for job candidates and members to connect with each other - let them be responsible for the placement process.**
- **Action Plan - New for 2021**
  - **Expand and improve on resume-sharing mechanism developed in 2019-20**
    - Develop more efficient mechanisms
    - **(Continuing challenge: getting IIAN members to routinely post job openings)**
  - **Develop recommendation regarding continuing I-CAN digital advertising**
    - Make adjustments to IIAN web page to boost results
  - Implement social media campaign to drive students/members to web site
  - **Continue to promote Big "I" Hires as hiring opens back up**
    - Focus on large agencies
    - Follow up with current Nebraska users for feedback
    - Leverage existing DIY Hiring Kit product?
  - Promote existing new employee training resources:
- **New Hire Training -**
- My Agency Campus:  
<https://www.ian.org/Hiring/Pages/Training/MyAgencyCampus/default.aspx>

- Basic & Beyond (supported by IIABA Virtual University):  
[https://www.iian.org/Education/Pages/Education/Basics\\_And\\_Beyond/default.aspx](https://www.iian.org/Education/Pages/Education/Basics_And_Beyond/default.aspx)
- **Back Burner:** Provide resources for member agencies to implement internships themselves
- **Action Plan:**
  - Promote internship guide already developed:  
[https://www.iian.org/SiteAssets/Storage/NewTalent/Internship\\_Guidebook\\_For\\_Agencies.pdf](https://www.iian.org/SiteAssets/Storage/NewTalent/Internship_Guidebook_For_Agencies.pdf)