

Program Update

June 18, 2020



**INDEPENDENT INSURANCE
AGENTS OF NEBRASKA**

Talent Network

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)

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 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**
- 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 Strategies 2020:



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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

Major Focus – 2019-20

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 – 2019-20

Major Focus

- Re-connect with college administrators and student organization leaders
 - Task Force chose 3 colleges to work with Fall 2019-2020: UNK, Wayne State, Southeast CC
 - Student organizations: Phi Beta Lambda, explore 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)**

Major Focus - Action Plan – 2019-20

- **Develop calendar of student events for Fall, 2019 – Spring, 2020**
 - **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 – Marketing Director invited to participate
 - **Wayne State:**
 - Oct 23 Career Fair – 4 young agents manned IIAN table, made Phi Beta Lambda connection
 - **COVID Impact: Live Spring Career Fair cancelled**
 - **Agency Job Openings handout developed; student resumes circulated to interested member agencies**
 - **Phi Beta Lambda Sponsorship:**
 - **COVID Impact: Mar 29 2020 State Leadership Conference restricted to students only**

Major Focus - Action Plan – 2019-20

- **Recruit members in areas around targeted colleges to attend events**
 - **UNK - 2-Year Career Center Partnership**
 - Oct 1 2019 – Agribusiness/Career Fair Nov 13 2019 – “Company Connections”
Feb 13 2020 – Career/Internship Fair
 - Most events limited to 3-4 members/IIAN staff - 4-5 young agents involved; IIAN president presented in classroom
 - **Wayne State:**
 - Oct 23 Career Fair – 4 young agents manned IIAN table, made Phi Beta Lambda connection
 - 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 – 2019-20

- **Provide ways for job candidates and members to connect with each other – let them be responsible for the placement process**
 - Researched feasibility/cost of IIAN inter-active website targeting Nebraska college students and IIAN members – job and resume posting
 - Reviewed solutions being implemented by other state associations
 - A few have state-level program similar to Big “I” Hires – not what we’re looking for
 - New AMS – Growth Zone – has some capability – will need to integrate with current co-branded web site
 - Searched for an affordable “plug-in”
 - IIABA Research: Nothing suitable is available
 - **Upgraded Hiring Resources section on new IIAN web site – iian.org, new “insuremycareers” page**
- **Promote Big “I” Hires**
 - IIAN can subsidize member fees (but not IIABA) – 9 member agencies using
 - **Promoted at 2019 Annual Convention, via e-newsletters, web site, member point-of-contact**

Secondary Focus - Action Plan – 2019-20

- 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 – 2019-20

- 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 (new IIAN Communications Specialist – Part Time)
- **Budget Impact**
 - On an annualized basis, total program cost for 2019-20 fiscal year could be **\$50,000 - \$25,000 each IIAN and Foundation**

Budget- 50/50 Cost Share – Oct ‘18 – Nov ‘19

		Year 1-YE Proj -10 Mos	Year 2-YE Proj	Year 3 –YE Proj	Year 4-	Year 5		
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			
	Salary/Benefits	\$ 45,948	\$ 64,300	\$ 67,105	\$ 19,785	\$ 77,204	\$	271,607
Marketing	Mileage/Cell Phone	\$ 6,786	\$ 8,558	\$ 9,774	\$ 0	\$ 9,095		
	Colleges/Students	\$ 8,487	\$ 5,384	\$ 17,125**	\$ 15,000	\$ 10,825		
	IIAN Members	\$ 5,350	\$ 3,635	\$ 3,315	\$ TBD	\$ 15,215	\$ 7,325	
	Sub-Total	\$ 20,713	\$ 17,577	\$ 30,220	\$ 30,215	\$ 27,245	\$	128,705
		Projection 10/1/18 \$ 81,877		**Incl \$5,000- PBL Student Competition				
Grand Total	Budget	\$ 66,671	\$ 92,280	\$ 97,319	\$ 50,000	\$ 104,449	\$	410,719
	Actual	\$ 55,770	\$ 84,708	\$ 44,855			\$	358,366
			50%/50%	50%/50%	50%/50%	50%/50%		
	IIAN Share	50% \$ 28,610	\$ 47,158	\$ 21,785	\$ 25,000	\$ 52,225	\$	174,778
	Foundation Share	50% \$ 27,160	\$ 37,550*	\$ 23,910	\$ 25,000	\$ 52,225	\$	176,903
							\$	351,681
			*10 Mo. Inst. Paid Year 1 & Year 2 Sub-Tot					
	IIAN Share		\$ 75,768					
	Foundation Share		\$ 64,710					

What's Next – 2020-21?

- Considering COVID-19 impact, what should success look like at the end of 2019? On into 2020?
- Do we need to update 2020 Success Factors
- Do we need to update Program Strategies going into 2021?
- Are there new Action Steps we need to try?