

BUSINESS INSURANCE



Deborah M. Pickford, Executive Director

September 18, 2017 / Chicago, IL

#BI_Inclusion



At a Glance

- Our **former** mission: Improve insurance literacy in young people and attract new talent to the insurance industry.
- Our **new** mission: Educate, prepare, and attract diverse talent to the independent agency system.
- With the help of InVEST insurance professional volunteers, students learn about insurance, participate in job shadows, internships or even careers after graduating from InVEST.
- Our online insurance curriculum provides all the materials needed to teach and engage students: lesson plans, e-textbook, activities and more. **OUR RESOURCES ARE FREE!**
www.investprogram.org
- We are a non-profit organization generously funded by insurance carriers, independent agencies, insurance tech companies, state associations and IIABA.



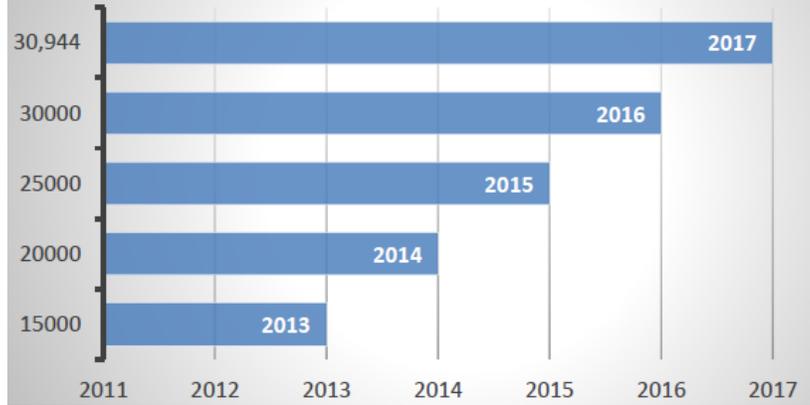


By the Numbers

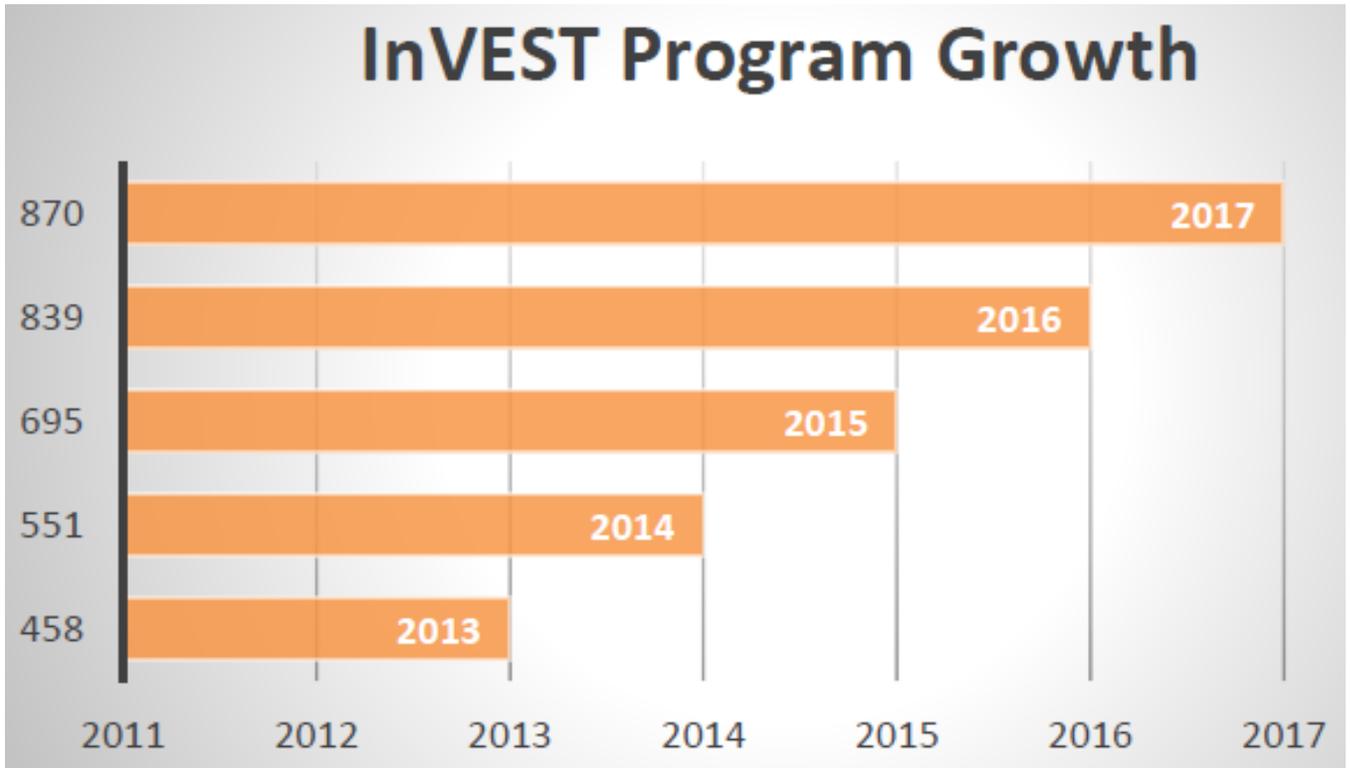


- **877** educators.
- Active in **44** states.
- Over **31,000** students learning about insurance and career opportunities in the classroom.
- InVEST working with **95** colleges that offer insurance as certificate, associate or four-year degree program.
- This year, **76** students awarded InVEST scholarships totaling **\$75,500** to pursue insurance careers.
- Over the last ten years, over \$750K has been earned by InVEST scholars.

InVEST Student Growth



InVEST Program Growth



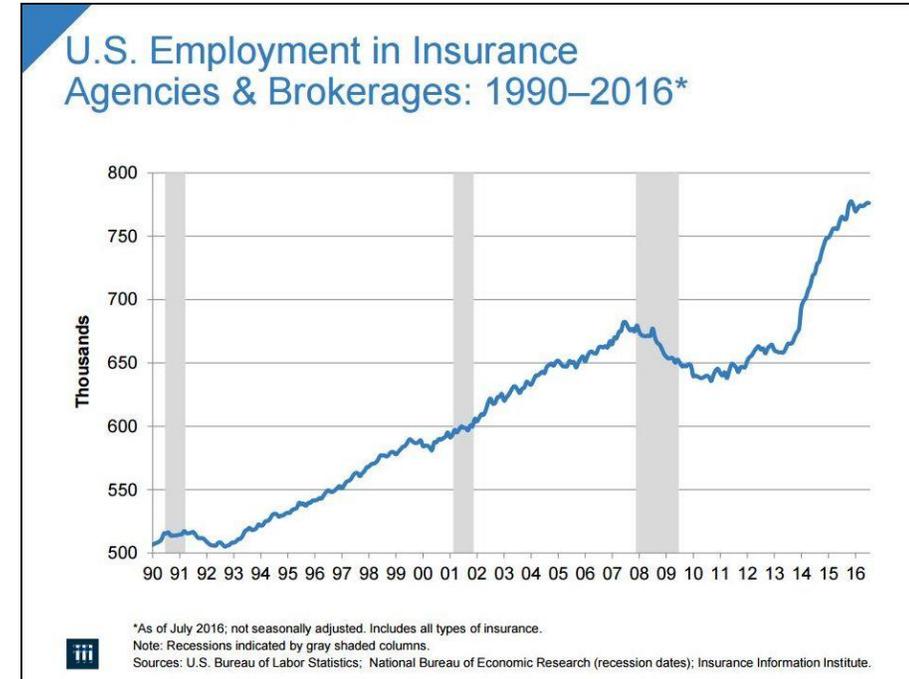


By the Numbers

- By 2014, Millennials were already the largest and most diverse generation in the U.S.
- A record 42% of individuals identify with a race or ethnicity other than white.
- The share of Hispanics alone in this age group tripled between 1980 and 2012 from 7% to 21%.

Challenge #1: Rapidly Aging Insurance Workforce

- Average age of an insurance professional in the U.S. is 60.
- Over the next 10 years, over half of the U.S. insurance workforce will retire.
- By 2020, the Bureau of Labor statistics estimate there will be 400,000 open insurance jobs within companies and insurance agencies.



reputation

necessary
complicated
stagnant
deadend
bad sales
boring
dull
deskjob
white
staid
ripoff
expensive
policies
men
insurance
autos



Focus on Diversity



- Deeper commitment to diversity in our agency force.
- Increase diverse schools in the InVEST program.
- Closer integration on the national level with IIABA Diversity & Technology committees.
- Partnership with the National African American Insurance Association (NAAIA).
- Spanish-language materials.





Working with Diverse Students



CHICAGO

- 24 InVEST schools in that city!
- Effort led by Michael Hilson of GBG Insurance and Shannon Churchill of IIA Illinois.
- High-school insurance ‘Boot Camp’ hosted Traveler’s Insurance Company this summer.
- Harold Washington College recent “Meet and Greet” with InVEST board.



Working with Diverse Students

GEORGIA

- Classes at Martin Luther King High School in Atlanta and some restarting at Meadowcreek High School in Alpharetta.
- Volunteer insurance education efforts led by Jose de la Cruz and Tommy Davis of Travelers.
- InVEST curriculum partnership with Junior Achievement piloted in Georgia.
- Working with NetVu to bring InVEST students to their May tech conference.





Working with Diverse Students

- Hartford, Connecticut has multiple InVEST programs and three insurance carriers supporting our efforts there: Travelers, Hartford and Hartford Steam Boiler.
- Strong programs in Dallas, Texas and soon expanding to San Antonio school district.
- Louisiana State Insurance Department leading the InVEST program and working to match schools and teachers with insurance education taught by volunteers.
- Working with a group of insurance professionals from the Diversity & Inclusion Council to coordinate volunteer opportunities at InVEST schools.
- Exploring an insurance education program with Goodwin College in Connecticut for single mothers who haven't completed college.

Cool
Cutting Edge
Opportunities
Diverse Caring
Options Innovative Fun
Inclusive Career **Growth** Exciting
Resourceful
High Tech Cyber
High Pay Helping
Leadership
Travel
Entrepreneurial