

Marketing Plan Excerpt

PROGRAM MISSION The mission of the PIA Internship Program is to attract more young professionals to the insurance industry who might not otherwise have considered insurance as a career.

MESSAGES

The program offers a solution to the growing perpetuation and staffing concern for the insurance industry in Ohio. The promise of the program is that as more young professionals learn that there are several opportunities within the industry—and as they work in the field and experience insurance as a career where they get to help people—they will be interested in insurance jobs.

Insurance companies, agencies and related organizations like PIA all share a concern that the industry must attract quality talent in the years to come. Only through sharing the value of the industry as a career will today's insurance influencers truly fulfill their responsibilities toward the industry where they have prospered.

The key message for potential interns is that the insurance industry is surprisingly suited for today's generation. Not only is it a challenging financial and risk management career, it also feeds the drive to do something purposeful and help others.

PIA is providing leadership in the industry-wide concern of staffing and perpetuation. The program allows agencies and companies to work together to find resolution for that issue. While this message is of secondary concern for the program itself, PIA cannot miss the opportunity to position itself as a leader within the industry through this unique program.

Speech Excerpt

I saw an interesting headline in the Columbus Dispatch last week. It was about Ohio's brain drain problem—with kids graduating college and then leaving the state to find jobs.

The lead in the article matched the theme of tonight's topic: If Ohio wants to retain talented college graduates; it needs to offer more internships, jobs with promotion, and pay opportunities.

Let's talk about those opportunities for a minute. I remember a carrier visit a couple years ago where an executive at a major Ohio insurance company told us they anticipate 500 managerial openings over the next several years. That company is not alone.

The insurance industry is one of Ohio's major employers- we are home to 256 insurance companies and more than 86,000 licensed resident agents. Ohio ranks 7th in the nation for insurance industry jobs: 99,000 employees. And that's not counting self-employed agents.

When you stack up all those jobs available in the industry, it's hard **NOT** to make a case that the insurance industry is one of Ohio's best opportunities for college graduates. Still. It's when you get to the personal stories behind the numbers that you really start to understand what the PIA Internship Program is all about.

The insurance industry is all about people.

One personal connection after another. A career of service. A place to always find your next level of best.

Marketing Plan Excerpt

Executive Summary: PIA Internship Program Marketing Plan

Professional Insurance Agents Association of Ohio, Inc. (PIA) is a member organization representing independent insurance agents throughout Ohio. With more than 1250 member agencies and nearly 15,000 associate members, PIA is Ohio's largest independent agent association. The core mission is to enhance the business interests of its members, and PIA is committed to serving that mission through innovative benefits and programs that address the top issues and business needs of Ohio's agents. Among the top concerns of agents and insurance companies alike are staffing and perpetuation. Attracting top quality staff is vital to both sides of the insurance business because as agency owners and industry professionals near retiring ages, both agencies and companies seek new professionals to fill the coming employment voids.

In response, the PIA Internship Program began as a pilot program in 2006. A volunteer committee at PIA developed the idea of exploring the viability of the program as a way to attract college juniors and seniors to the insurance industry. A task force of volunteers was created to develop a program and test its capability to draw students to the industry and foster an interest in insurance as a career. With that charge in place, the task force developed the core concept of the program, explored recruiting and placement logistical consideration, and created program guidelines. The pilot year included a partnership with one insurance company, two insurance agencies and one university. Four students were placed into the program, spending five weeks at the company and then transferring for five weeks of agency work experience. The program was considered a success and the task force opted to expand the pilot to more company and agency partners in the following year.

Two years later, 28 interns have completed the program. Of those, 50 percent have accepted jobs in the industry, while another three are actively interviewing. Nine interns are still in college and will not graduate until 2009. With success in bringing new faces to the industry running so high, PIA has opted to make the program permanent. In 2009, a 501c3 foundation will be registered to house the program, while a comprehensive fundraising campaign will begin (with a goal of raising \$5 million over the next 10 years) to make the program self-sustaining and able to expand. In addition, the volunteer task force has been elevated to a standing committee and PIA is planning to hire a full-time coordinator to manage the program and fundraising activities. An action plan for the foundation has been developed.

This document proposes a marketing and promotions strategy to support the Internship Program and its fundraising efforts.