

PIA INTERNSHIP MARKETING AND PROMOTION PLAN

EXECUTIVE SUMMARY

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 agents 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 junior 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.

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.

AUDIENCES/TARGET MARKET

- The target market for intern candidates is college juniors and seniors with at least a 3.0 grade point average who demonstrate stellar leadership and entrepreneurial capacity.
- The target market for intern hosts and donors include Ohio domestic insurance companies, independent insurance agencies, and individuals who work in or support the industry..

MARKETING GOALS

- Broaden the awareness of the internship and expand the number of students who participate to 30 students by 2011, and 50 students per year by 2015.
- Raise awareness among potential intern hosts of participating in the program and achieve the following increases: Expand the number of host companies to 15, and the number of host agencies to 30 by 2015.
- Raise awareness among insurance companies and agencies of the program's reputation and success rate, in order to support the fundraising strategy.

TACTICS

May/June: Develop video telling the story of the program, to appeal to both funders and potential interns, using current class of interns as actors

By Aug: Develop fundraising kit: glossy folder with fact sheet inserts and the video

Sep: Develop presentation materials and intern recruiting brochure/application for college recruiting visits

Oct/Feb/Apr/Sep/Dec: Write and Place articles in PIA magazine, featuring interns and program hosts

Oct – Feb: Provide ads, e-mails and flyers for college career offices to distribute for student recruiting

Oct: Create internship page on Website: Include recruiting info when relevant; information on fundraising activities; and current interns' photos and company placement when a program is in session

Oct: Prepare talking points for Board members and other volunteers

Jan: Create PIA Internship page on LinkedIn

Jan – Dec: Place full-page ads in PIA's magazine monthly, to keep program top of mind to members

Jan/Feb/Mar/Apr: Direct mail and e-mails seeking sponsors and donors for golf outing

Apr: Develop press releases announcing interns and host companies each year

Apr/May: Develop printed materials for golf outing (signs, current intern class info, ads, etc)

June: Develop press release with photos of golf outing (Columbus media, companies, students' local media)

June: Post golf outing photos and story on PIA website

May-Aug: Use Facebook to encourage and solicit intern comments and impressions during program participation

Aug: Upon completing program, submit intern photo and press release to home town paper and college news

Aug: Send thank you letters to all program hosts after completion of program/seek feedback on candidate quality and satisfaction with program

Sep: Develop annual Intern of the Year award, announced at annual conference

Sep: Include internship success in talking points for annual conference program

BUDGET

Vicki Rich

Magazine Ads	\$7,200
Video	\$15,000
Printing	\$4,500
Mail/Postage	<u>\$3,000</u>
	\$29,700