



Representing Ohio's property/casualty  
Insurance industry

## ABOUT THE OHIO INSURANCE INSTITUTE AND ITS INSURANCE CAREERS PROGRAM

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### **About the Ohio Insurance Institute (OII)**

The Ohio Insurance Institute (OII) is a member-driven organization that seeks to help Ohioans achieve a better understanding of insurance and related safety issues. OII members include leading domestic, regional and national property/casualty (P/C) insurance companies, trade groups and related organizations.

To attain this goal, OII provides services in three areas:

- Public Information
- Education
- Legislative and Regulatory Affairs

OII began operations in 1968. Its predecessor, the Underwriters Service Association, Inc., was chartered in 1932. In 1968, the Underwriters Service merged with the Ohio Insurance Information Service to form the OII. The Insurance Federation of Ohio, founded in 1970, merged with the Ohio Insurance Institute in 1989 to provide expanded services.

### **Who we represent**

OII members include 34 domestic P/C companies, 14 foreign P/C insurers and reinsurers, eight insurance trade associations and three insurance-related organizations.

OII's member companies represent over 85% of Ohio's private passenger auto insurance market, over 83% of the homeowners market and over 45% of the commercial market (based on 2014 market share reports from the Ohio Department of Insurance). *For more information, visit the OII website: <https://www.ohioinsurance.org>*

### **About OII's Insurance Careers Program**

Since early operations, OII has invested in the future through an extensive insurance education program. Through committee guidance, OII has provided teaching tools for students and teachers alike. Most of this information is now web-based and can be found at: <http://bit.ly/1qzHmQA>.

Because of OII's long-standing commitment to educating youth on insurance and safety matters, an insurance careers initiative was a natural extension for our association.

In 2011, Ohio Governor John Kasich convened a CEO Insurance Education Taskforce to examine current and future workforce conditions and explore opportunities to produce well-trained employees, which would help maintain a healthy insurance industry in Ohio. There are over 250 insurance companies and more than 100,000 industry employees in the state. (For more on the economic impact of Ohio's insurance industry, go to: <http://bit.ly/1Ep8p21>.)

The Governor challenged the insurance industry to take the lead on their workforce development. One of the results of this challenge was the Ohio Insurance Institute's (OII) creation of an insurance careers site: <http://insurancecareers.org>. The site's purpose is to serve as a clearinghouse for information on careers and promote the variety of career opportunities in Ohio's insurance industry.

Based on a 2013 workforce study, it was determined that more than 26,000 positions in the Ohio insurance industry would need to be filled by 2020. It has since been determined, based on the increased number of positions in the health insurance sector, that the number of open positions in Ohio over the next four years is likely to double. (View the workforce study here: <http://bit.ly/1mXtbmt>).

For a visual idea of just how many jobs are becoming available in Ohio, MAPFRE Stadium (<http://mapfrestadium.com>), located in Columbus Ohio, has as a soccer seating capacity of about 20,000. Insurance jobs would overfill the stadium by at least 6,000 and likely more!

Today, 11 Ohio universities and community colleges offer education and degree programs to address the career needs of insurers. See the full list at: <http://bit.ly/1KoG0gW>.

### **About the Insurance Careers Website**

OII launched the Insurance Careers website (<http://insurancecareers.org>) in November 2012. The site is dedicated to providing information on the variety of career opportunities within Ohio's insurance industry.

The insurance careers site is designed to educate and inform young adults, career-changers and military veterans about the multitude of opportunities that align with different professional aspirations and interests, including IT, sales,

marketing, investigations, claims, legal and more.

The site showcases a variety of career paths that illustrate the potential benefits and opportunities within the insurance industry, including an income that is one-third more than Ohio's average private sector annual salary of \$44,062. In 2013, the average annual salary for an Ohioan working in insurance was \$66,872.

### Site features

The site provides visitors with industry information, and a variety of tools and resources for students, job seekers and educators.

- **Career Survey** (<http://insurancecareers.org/career-survey/form>): A survey was developed to show site visitors how their skills, interests and goals translate/align with possible insurance career paths. Once the survey is completed, information on jobs that match the person's interests and skills is provided. The information includes descriptions of position requirements, salary information, duties and responsibilities, and possibilities for career advancement and growth.
- **30 Featured Careers** (<http://insurancecareers.org/selecting-a-career/featured-careers>): This section of the site is dedicated to 30 potential career pathways in the insurance industry. While most people typically think that an insurance job entails sales or agency positions, there are career opportunities well beyond traditional expectations. Information on each of these career pathways includes: Typical job duties, important occupational skills, salary range, and education and professional requirements. (Visit <http://bit.ly/1NHNeCr> for an example of an actuary career pathway.)
- **Featured Career Videos** (<http://insurancecareers.org/career-change/video-interviews>): Complementing the career pathways, the site features videos of select industry professionals talking about their experiences, how they came to work in insurance and advice from inside the industry. The videos provide vital, real-life perspectives from industry insiders.
- **Ohio Insurance Education Programs and Internship Opportunities** (<http://bit.ly/1U7fsmB>): This section provides information on Ohio's colleges and universities that offer insurance certificate programs and/or insurance degree programs. Information on insurance internships through the Ohio Department of Higher Education's site: <https://www.ohiohighered.org/> can be found here, along with a guide to help determine whether an insurance certification or a degree better meets a person's educational needs and career strategies.
- **Ask a Pro** (<http://bit.ly/1TrT6SD>): This area of the site allows a user to connect with an insurance industry professional that serves as a personal resource on career strategies and development. OII currently has about 100 industry pros that volunteer for this outreach effort.
- **Military Veterans** (<http://insurancecareers.org/veterans>): This section shows military veterans how skills developed while serving in the military can translate into an insurance industry career. It encourages them to visit the Ohio Means Jobs Military Skills Translator link (<http://bit.ly/1WL872n>), which features a step-by-step process to connect their Military Occupational Specialty skills with a career in the industry.
- **Job Resources** (<http://insurancecareers.org/career-change/job-resources>): The site also provides an insurance company database, allowing users to search for positions within a specific area of Ohio or statewide. Each company listing has a link to the company's website and career page. Visitors will also find links to the state's job search portal, [OhioMeansJobs.com](http://OhioMeansJobs.com), which also identifies opportunities in Ohio's insurance industry.

*For more information, see the accompanying OII Insurance Careers factsheet.*

### The future of OII's insurance careers program

As the first U.S. organization to receive the Fundación MAPFRE International Insurance Award (Julio Castelo Matrán), the Ohio Insurance Institute is truly honored.

There has never been a better time to consider an insurance career and with the financial support provided through the Fundación MAPFRE Insurance Award, OII can further its insurance career initiatives.

Ohio has a steady stream of college graduates seeking employment. We want to further our message that insurance provides a great opportunity not only for young people entering into employment, but for career-changers and military veterans entering into the workforce. One of the best and perhaps least-known benefits about careers in insurance is that there are a multitude of positions that many may already qualify for with little or no training. Our intent is to help promote the industry as a stable, secure and viable career choice.

Since the entire U.S. is facing this talent gap, we are planning to broaden our efforts here in Ohio and better serve as a resource and model for other states to emulate. This award enables OII to further lower the threshold of access to information about career opportunities within the insurance industry through its easy-to-replicate site model that could be used across the country and internationally. Last month, the OII completed responsive design updates, making the site much easier to view on smartphones and tablets.

Plans are underway to expand and enhance the careers site and related program initiatives. Some of the potential additions follow.

#### Possible site revisions

- Add more visuals such as infographics, charts, graphs and icons. The existing site is text-heavy, inhibiting optimal mobile delivery.
- Create additional site content, including:
  - Monthly OII member/employee spotlights
  - Additional blog posts and social sharing efforts to expand outreach
  - Develop additional featured career pathways
- Add videos of insurance professionals in action such as responding to loss situations (fires, car accidents, storms, etc.). Providing an actual look at various insurance jobs would provide a clearer picture and fuller understanding of certain types of positions.
- Provide live feed capabilities on the site from Facebook, Twitter or other social media platforms related to insurance careers, to increase our engagement and outreach.
  - Insurance Careers Facebook page: <https://www.facebook.com/InsuranceCareers.org/>
  - Insurance Careers on Twitter: <https://twitter.com/InsCareersOrg>
- Expand promotion of the "Ask A Pro" feature of the site (<http://bit.ly/1TrT6SD>).
- Research and expand job source database.

#### Insurance careers program enhancements

The Fundación MAPFRE Insurance Award affords OII the opportunity to expand/enhance related insurance careers program efforts, since it frees up previous budget constraints initially tied to our site. Most of our insurance education offerings are easily replicable and transferable to sister entities across the country, to help combat the national demand for a qualified insurance workforce.

Some of OII's insurance education efforts that may indirectly benefit from this award include:

- **OII Insurance Educator of the Year Award:** Ohio high school teachers act as ambassadors to universities to promote insurance career awareness. For more on this program, go to: <https://www.ohioinsurance.org/info/for-teachers/educator-of-the-year-award/>.
- **Student Insurance Career Café or similar student-focused events:** OII, along with its members, have held special sessions that enable students to meet one-on-one with insurance professionals in their fields of interest. These sessions provide students a chance to showcase their talents.
- **Build OII-College/University Relations:** The number of colleges and universities offering insurance-related courses and degrees has been growing. This award affords us the opportunity to expand our efforts to connect students in these and other degree programs to potential careers in Ohio's insurance industry. 11 Ohio universities and community colleges currently offer education programs to address the career needs of insurers. See the full list at: <http://bit.ly/1KoG0gW>.
- **Develop new teaching/educational/student safety materials:** OII currently offers free resources to help teachers explain the theory and everyday workings of insurance, information students will need as they enter the adult world. It's never too early to have students thinking about how insurance touches their lives, along with its career potential. OII offers online lesson plans for teachers to help take the guesswork out of what to teach. See our list of teaching materials at: <http://bit.ly/1W00w3L>.
- **Educational outreach to Ohio legislators:** Ohio's governing bodies can benefit by increased understanding of what the insurance industry means to Ohio, from employment to its economic impact. This is a long-term goal of the insurance careers program.