



Million Women Mentors  
Women in Insurance Initiative

# Day of Action Toolkit

2024

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## A Letter on Diversity in Insurance

In the ever-evolving insurance industry, strides have been made toward fostering diversity, equity, inclusion, and belonging (DEIB), particularly in the realm of gender representation. While the industry now boasts increased diverse participation, a glaring disparity persists, notably in leadership roles and the management pipeline. As we embark on this journey, our focus extends beyond mere attraction, delving into the crucial realm of retention, ensuring that the next generation of talent within insurance organizations thrives and grows.

Our objective is to bridge the diversity gap at every organizational level, thereby shaping a future where the industry's leadership authentically mirrors diversity, providing diverse talent with tangible avenues to forge enduring careers.

As we stand at the intersection of Black History Month, Insurance Careers Month, and Women's History Month, we seize this moment to initiate a Day of Action — a call to arms for collective efforts to reshape the trajectory of the insurance industry.

Advancing a new ecosystem for DEIB is at the heart of our mission. Recent industry research reveals that:

- ◆ 83% of Gen Z candidates prioritize a company's commitment to diversity and inclusion when considering employment opportunities.
- ◆ More than 80% of the largest U.S. insurers have made explicit commitments to DEIB practices and policies.
- ◆ Despite these positive strides, stark imbalances persist. Women constitute over 50% of the insurance industry but only hold 33.5% of executive positions. Similarly, people of color make up 30.5% of industry talent, yet a mere 16.2% hold executive roles.

The urgency of this issue cannot be overstated. The need to secure the future of our industry, beginning with the talent of today, has been a recurring theme for years. Our commitment to building a more diverse insurance industry goes beyond rhetoric; it is a call to action. We invite you to join us in taking tangible steps to reshape the narrative, ensuring that the industry not only reflects the diversity of those we serve, but also provides a supportive and inclusive environment for all.

What actions will you take to be a part of this transformative journey? Let us start together with our Day of Action. Will you join us?

#WIIDayofAction

## Student Outreach Outline Agenda

If Day of Action participants elect to give a presentation on career opportunities in insurance, this brief agenda provides an overview of what that presentation could cover and can be utilized during outreach. Participants are encouraged to adapt their presentations to match their speaking style with their audience and conform to time restraints.

A more detailed agenda with talking points can be found on later pages of the toolkit.

01. Introduction and icebreaker
02. What is insurance and why does it matter?
  - a. What is insurance?
  - b. What kind of insurance products are there?
  - c. How do people get insurance?
  - d. What roles are available in insurance?
  - e. How does insurance impact people, businesses, and the economy?
  - f. What benefits do you get by working in insurance?
03. What's my story?
04. Future of the insurance industry
  - a. Insurance technology advancements
  - b. Artificial intelligence and machine learning
  - c. New insurance roles and responsibilities
  - d. Insurance innovation
05. Diversity in insurance
  - a. The state of DEIB in insurance
  - b. Benefits of DEIB in insurance
06. Getting started / Wrap-up

# Student Outreach Detailed Agenda and Talking Points

While many Day of Action participants may already have an idea of how they'd like to frame the discussion around careers in insurance, this more detailed agenda — which contains talking points, brainstorming questions, example statements, and more — is intended to both build out those presentations with more specific content and help others construct their presentation structure.

## 01. Introduction and icebreaker

### Introduction

To kick off your session, start with why you're there and who you are. Some talking points include:

- ◆ Your name
- ◆ Your job title
- ◆ What organization you work for
- ◆ What your day-to-day consists of

*For example: "Hi everyone, my name is Jane, and I'm here to talk to you about the insurance industry and career paths in insurance. I'm currently an underwriter at ABC Insurance. What that means is I help evaluate risk by analyzing at a variety of data points."*

### Icebreaker

After you introduce yourself, ask an icebreaker question to get your audience engaged and participating. A good practice is to intersperse simple, easy-hitting questions throughout your presentation to encourage engagement. Some insurance-related icebreaker questions and activities include:

- ◆ What's the first word you think of when you hear the word 'insurance'?
- ◆ Raise your hand if you've heard of insurance before today.
- ◆ Can anyone provide an example of a type of insurance?

## 02. What is insurance and why does it matter?

After beginning the session with a short introduction, transition into discussing what insurance is and providing accessible examples to demonstrate your point or help attendees connect the information to their own lives and experiences. Questions to hit on include:

- ◆ What is insurance?
- ◆ What kind of insurance products are available?
- ◆ How do people get insurance?
- ◆ What roles are available in insurance?
- ◆ How does insurance impact people, businesses, and the economy?
- ◆ What benefits does someone reap by working in insurance?

In general, it's better to keep the conversation high-level and avoid relying on industry terminology and jargon. How detailed or how cursory the presentation is depends on each speaker's discretion, but a best practice is to modify your presentation based on your audience and how much time is available.

### **What is insurance?**

How you decide to define insurance to your audience is your choice, but a definition Day of Action participants can build on, modify, or use is: *“Insurance is a means of financial protection and risk management. In exchange for a fee, a party agrees to compensate another party — a consumer or business — in the event of a certain loss, damage, or injury.”*

Defining what insurance is also provides you with an opportunity to give an example, something that they could understand or relate back to.

*For example: “Everyone you know likely has some form of insurance. A common form of insurance is medical or health. If I get sick and need to see a doctor to get medicine, my health insurance will cover all or a portion of my doctor’s visit and the medication.”*<sup>1</sup>

### **What kind of insurance products are there?**

To explain insurance products, it may be more audience-friendly to break it into two categories: personal lines and commercial lines.

A definition of personal lines that Day of Action participants can leverage is: *“Personal lines refer to insurance coverage that protects individuals and families from financial loss. This coverage can span from health, life, and property and casualty.”*

Common examples of personal lines insurance coverage that participants can mention are:

*Homeowners’ insurance:* Provides coverage for damage to a home and its contents. If you’re taking out a loan to purchase a house, most lenders will require you to have homeowners’ insurance.

*Flood insurance:* A specialized insurance policy that provides coverage for property damage and losses caused by flooding, which is usually excluded from standard homeowners’ insurance policies.

*Auto/car insurance:* Protects against financial loss in the event of an accident or theft involving a vehicle. Many states require that you have car insurance in order to operate a vehicle.

*Health insurance:* Provides coverage for medical expenses, including doctor visits, prescription medications, and hospitalizations.

*Life insurance:* Provides financial protection to beneficiaries in the event of the insured person’s death.

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<sup>1</sup> This example can be swapped out for a different type of insurance at each presenter’s discretion.

When defining commercial lines insurance, you can say, “*Commercial lines refer to insurance coverage that protects businesses, organizations, and professionals. It’s usually for risks and liabilities related to their operations, assets, and activities.*”

Potential commercial lines coverage you can mention include:

*Commercial Property insurance:* Provides coverage for buildings, equipment, inventory, and other property owned or used by a business against a variety of risks.

*Workers’ Compensation insurance:* If an employee gets injured on the job, this covers the medical expenses, lost wages, and rehabilitation costs for that employee.

*Cyber Liability insurance:* In the event of a data breach, cyberattack, or other cyber risk, it will cover the related expenses, which could include legal fees.

*Business interruption insurance:* Helps businesses recover lost income and cover ongoing expenses in the event of a temporary shutdown or interruption caused by covered perils. For example, during COVID-19, there was a great deal of debate over whether this insurance policy applied to a shutdown due to the pandemic.

### **How do people get insurance?**

Your audience may not be familiar with all the different ways consumers and businesses can acquire insurance. Instead of listing them all, consider picking two or three distribution channels to quickly review and explain. Some of the channels you could cover include:

*Embedded insurance:* Insurance offerings that are integrated with non-insurance-related products and services. For example, when purchasing a flight, many airlines provide an option to add travel insurance.

*Insurance brokers:* Someone who acts as an intermediary between individuals or businesses seeking insurance coverage and insurance companies. They help find suitable policies, negotiate terms, and earn a fee.

*Direct sales:* Insurance companies sell insurance directly to consumers without an intermediary. An example includes consumers going directly to an insurance carrier’s website to purchase insurance. Think LiMu ([Liberty Mutual](#)) Emu, the [Geico](#) Gecko, the [Aflac](#) Duck, [Progressive](#)’s Flo, and Jake from [State Farm](#).

*Insurance agents:* Someone who represents one or more insurance companies and assists consumers with purchasing insurance policies that meet their needs. They can provide ongoing support and advice on coverage options and claims.

*Aggregator websites:* These are online platforms that enable users to compare insurance policy quotes from multiple providers without having to visit each individual carrier’s website. Some examples include [Insurify](#) and [PolicyGenius](#).

## What roles are available in insurance?

As you jump into some of the career paths in insurance, it's a good opportunity to highlight that one of the benefits of working in insurance is there are *so many* roles and job opportunities, and new ones are being created all the time, especially with the changing risk landscape and customer needs.

Some insurance careers to highlight in your presentation are:<sup>2</sup>

*Actuary:* Analyzes risks and uncertainties using mathematical models to predict events and recommend adjustments to insurance policies.

*Business Analyst:* Helps to identify the needs and problems of the customers and the business and proposes solutions to improve the products and service offered.

*Communications Specialist:* Creates and disseminates strategic messaging across various channels to promote an insurance organization's brand, messaging, products, or services.

*Data Governance Manager:* Oversees the quality, security and usage of the data collected and stored by the business and ensures compliance with the regulations and standards of the industry.

*Data Engineer:* Builds and maintains data pipelines and systems that enable data analysis and machine learning for insurance companies.

*Data Scientist:* Utilizes advanced analytical techniques to extract insights from large datasets, helping insurance companies improve underwriting accuracy, risk assessment, and customer segmentation.

*Claims Adjuster:* Investigates insurance claims to see how much the insurance company is liable for. They'll often speak with the policyholder, interview witnesses, research records, and inspect the damage.

*Marketing Specialist:* Assists with researching target audiences and promoting insurance products and services to them. They often help develop the insurance commercials you see in the media.

*Insurance Sales Agent:* Sells and negotiates insurance policies. They answer any questions policyholders have and ensure coverage is up-to-date and matches policyholders' needs.

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<sup>2</sup> For this portion of the presentation, it is recommended that presenters highlight careers that show the diversity of positions available in insurance.



*Insurance Underwriter:* Determines if an insurer can provide coverage to policyholders by evaluating the risks associated with insuring the policyholder. Their goal is to balance competitive rates and maintain profitability.<sup>3</sup>

Something to point out to attendees as you briefly touch on some insurance career paths is the wide variety of options. Note how they touch on a number of different disciplines, backgrounds, degrees, and skills — emphasizing a key point: insurance has a place for everyone.

### **How does insurance impact people, businesses, and the economy?**

After providing a quick run-down of what insurance is, what products are available, how insurance is acquired, and some common roles in insurance, it's good to loop back to the main purpose of this section of the presentation: why insurance matters.

*For example: “After listening to my monologue about what insurance is, the types of insurance, etc. you must be wondering: why does this matter? How does this impact me? Well, my answer to that is insurance is a vital product that provides financial security for billions of people across the globe.”*

Next, you can discuss how insurance impacts individuals, businesses, and economies, both national and local. Some talking points include:<sup>4</sup>

- ◆ Insurance reduces risks people may encounter, which means people can start businesses, hire employees, manufacture products, and buy homes, cars, and other consumer goods.
- ◆ Insurance promotes improved safety for individuals and businesses with loss control and risk management.
- ◆ Insurance provides assistance in community recovery following natural disasters.
- ◆ Insurance contributes trillions of dollars in taxes, funding, and investments in the economy.
- ◆ Insurance helps keep the economy moving forward by providing peace of mind in an uncertain world.<sup>5</sup>

### **What benefits do you get by working in insurance?**

After discussing how insurance in general benefits individuals, businesses, and communities, transition into discussing the benefits of working in insurance

*For example: “Not only is working in insurance rewarding, but it also comes with a variety of other benefits.”*

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<sup>3</sup> Mark Rosanes, “Insurance underwriters – what do they do?,” Insurance Business America, January 25, 2023, <https://www.insurancebusinessmag.com/us/guides/insurance-underwriters--what-do-they-do-433954.aspx>

<sup>4</sup> Tony Cotto, “Why Your Insurance Costs What It Does: A Risk-Based Pricing Primer,” NAMIC, January 2021, [https://www.namic.org/pdf/publicpolicy/210108\\_insurance\\_cost.pdf](https://www.namic.org/pdf/publicpolicy/210108_insurance_cost.pdf)

<sup>5</sup> Forrester, “The Future of Insurance: Look What Lies Ahead,” *Forbes*, October 11, 2023, <https://www.forbes.com/sites/forrester/2023/10/11/the-future-of-insurance-look-what-lies-ahead/?sh=6cfaa8b474f4>

Some areas and points to cover include:

- ◆ Job outlook
  - Employment of insurance sales agents is projected to grow 8% from 2022 to 2032, faster than the average for all occupations.<sup>6</sup>
  - About 48,300 openings for insurance sales agents are projected each year, on average, over the decade.<sup>6</sup>
- ◆ Industry stability
  - While the demand for some industries and professions fluctuates depending on the state of the economy and the rise and fall of various technologies or societal attitudes, the insurance industry will always be needed. People will always need to be protected from risks.<sup>7</sup>
  - Insurance is inextricably intertwined with our lives. For example, nearly all 50 states have minimum requirements for car insurance. If you want to drive a car, you need to have car insurance.<sup>8</sup>
- ◆ Career growth and development
  - Insurance professionals have the opportunity to grow within their organizations and climb up the organizational ladder.
  - Many of the skills that young professionals learn are applicable to other sectors and positions.
- ◆ Compensation
  - In December 2023, insurance employees worked an average of 37.9 hours per week, earning around \$43.94 per hour.<sup>9</sup> That comes to an annual salary of around \$86,500. That's \$25,925 more than the national average salary of \$60,575.<sup>10</sup>
  - For a consulting actuary, their annual salary could range from \$93,000 to \$173,000, depending on experience and qualifications.<sup>11</sup>
- ◆ Benefits
  - Many insurance-related organizations offer retirement benefit plans, healthcare, paid vacation, tuition reimbursement, and paid sick leave.<sup>12</sup>

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<sup>6</sup> "Insurance Sales Agents," U.S. Bureau of Labor Statistics, September 6, 2023, <https://www.bls.gov/ooh/sales/insurance-sales-agents.htm>

<sup>7</sup> Ashley Hattle, "2024 Insurance industry employment outlook," PropertyCasualty360, November 14, 2023, <https://www.propertycasualty360.com/2023/11/14/2024-insurance-industry-employment-outlook/>

<sup>8</sup> "Car insurance requirements by state," Progressive, accessed February 1, 2024, <https://www.progressive.com/answers/state-car-insurance-information/>

<sup>9</sup> "Insurance Carriers and Related Activities: NAICS 524," U.S. Bureau of Labor Statistics, accessed February 6, 2024, <https://www.bls.gov/iag/tgs/iag524.htm>

<sup>10</sup> "Average US Salary by State," SoFi, February 16, 2023, <https://www.sofi.com/learn/content/average-salary-in-us/>

<sup>11</sup> Mark Rosanes, "Ranked – the 10 highest-paying insurance careers in the US," Insurance Business America, October 21, 2022, <https://www.insurancebusinessmag.com/us/guides/ranked--the-10-highestpaying-insurance-careers-in-the-us-424797.aspx>

<sup>12</sup> "Insurance Carriers and Related Activities: NAICS 524," U.S. Bureau of Labor Statistics, accessed February 6, 2024, <https://www.bls.gov/iag/tgs/iag524.htm>

### 03. What's my story?

This portion of the presentation provides speakers an opportunity to share a bit more of themselves with their audience and personalize their discussion. To transition into telling your story of how you began working in insurance consider using one of the following phrases:

- ◆ Just to back track a little bit...
- ◆ As I mentioned, I currently work at ABC Insurance as an underwriter...
- ◆ Before moving forward, I want to tell you a bit more about myself and how I got my start in insurance...
- ◆ While the compensation and benefits packages are nice perks of working in insurance, that's not the only reason why I love working in this industry...

Some questions that can help you determine speaking points for telling your story include:

- ◆ How did you start your foray into the insurance industry? Was it a friend or a family member who introduced you?
- ◆ Did you have a deep understanding of the insurance industry before joining?
- ◆ What background information can you share that could be useful for the audience to know?
  - What university did you attend, if any?
  - What degrees do you have, if any, and in what areas?
  - What training did you need, if any?
- ◆ What do you love most about working in insurance?
- ◆ Why have you chosen to stay in the insurance industry?

If you know of any colleagues who also have interesting stories of how they joined the insurance industry, this is also a good place to share that, very briefly. Better yet, see if they'd like to partner up for the presentation!

### 04. Future of the insurance industry

The next two sections of the presentation are an opportunity to drive two essential points home: insurance is changing because of technology (04), and we need more diverse talent in the industry (05).

When discussing technology, lay the groundwork by explaining how the insurance industry is facing a heightened state of transformation — driven by new and rapidly changing risks and service models, wealth and income inequality, and a dynamic technology landscape driven by artificial intelligence maturity.<sup>13</sup> While it's exciting and opens the door to countless possibilities, the industry will need to evolve.

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<sup>13</sup> Forrester, "The Future of Insurance: Look What Lies Ahead," *Forbes*, October 11, 2023, <https://www.forbes.com/sites/forrester/2023/10/11/the-future-of-insurance-look-what-lies-ahead/?sh=6cfaa8b474f4>

## Insurance technology advancements

To highlight how insurance is changing, consider discussing some of the insurance technology advancements, including:

*Wearables:* Devices like smartwatches and fitness trackers provide real-time data, allowing for personalized insurance premiums and innovative policy structures.

*Internet of Things (IoT):* Connected devices in homes and vehicles can detect risks in real-time, potentially preventing accidents or losses.

*Embedded Insurance:* Integrating insurance seamlessly into other services, like when buying a product online or using a ride-sharing service.

## Artificial intelligence and machine learning

Mentioning the role of artificial intelligence and machine learning in insurance could also pique the interest of audience members who are more interested in or inclined toward STEM. Talking points could include:

*Predictive analytics:* AI can analyze vast datasets to predict customer behavior, fraud detection, and risk assessment more accurately.

*Automation:* Streamlining processes, reducing human error, and enhancing customer experiences through chatbots and automated claims processing.

*Large Language Models (LLMs):* LLMs, technology that is similar to ChatGPT and Bard AI, can play multiple roles in insurance. Possible use cases that the industry is exploring include streamlining claims processing, enhancing fraud detection, facilitating underwriting and policy issuance, and accurate risk assessment.<sup>14</sup>

## New insurance roles and responsibilities

Another area to consider discussing is how new insurance roles and responsibilities are emerging as a result of advanced technology and changing risks. Roles to mention include:

*Data scientists and analysts:* Extract insights from large data sets to inform business decisions.

*Tech and data engineering specialists:* Build and maintain the digital infrastructure that powers the industry.

*Marketing innovators:* Craft personalized campaigns using AI-driven insights.

*Human resources and talent managers:* Focus on attracting diverse talent and fostering a culture of innovation.

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<sup>14</sup> Manish Khetan, "6 insurance use cases for large language models," Digital Insurance, September 1, 2023, <https://www.dig-in.com/opinion/6-insurance-use-cases-for-large-language-models>

*Customer support evolvers:* Leverage technology for faster, more efficient customer service.

*Risk area specialists:* Due to changing weather patterns brought on by climate change, insurance companies have begun to look at hiring employees with specialized backgrounds to help them evaluate specific risks.

## **Insurance innovation**

The main purpose of the “Future of the insurance industry” section is to help dispel the misperception that insurance is an old and outdated industry that still relies on manual processes to conduct businesses. To emphasize this point, consider highlighting examples of insurance innovation, such as:

*Telematics for Drivers:* Imagine if your car could tell you how well you're driving. Some insurance companies now offer devices that plug into your car and track things like how fast you drive, how sharply you turn, and even if you brake suddenly. If you're a safe driver, you could get a discount on your car insurance!

*On-the-Spot Claims with Apps:* Remember the hassle of waiting for days or even weeks to get money from an insurance claim after an accident? Now, with some insurance apps, you can take pictures of the damage, send them in, and get money transferred to you almost instantly. It's like getting help right when you need it, without the long wait.

*Personalized Insurance with Wearables:* You know those fitness trackers people wear on their wrists? Some insurance companies let people share their fitness data. If you're active and healthy, you might get special deals or discounts on health insurance. It's like being rewarded for staying fit!

Really stress how the insurance industry is adapting to change by embracing new technologies and methodologies to stay ahead. Note that the industry is focused on fostering collaborative ecosystems and many insurance companies are partnering with tech startups and other industries for mutual growth and innovation.

## *05. Diversity in insurance*

### **The state of DEIB in insurance**

It's likely that your audience has heard about diversity, equity, inclusion, and belonging (DEIB) and many organizations and universities' efforts to increase diverse representation within their institutions. However, it's good to contextualize the state of DEIB in the insurance industry. Some insurance diversity statistics to highlight during your presentation include:<sup>15</sup>

- ◆ Women are significantly underrepresented among senior leadership, with more women concentrated in lower-level roles.

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<sup>15</sup> “Diversity and Inclusion: Holding America’s Largest Insurance Companies Accountable,” U.S. House Committee on Financial Services, September 16, 2022, <https://www.congress.gov/117/meeting/house/115142/documents/HHRG-117-BA13-20220920-SD003.pdf>

- ◆ In the congressional report on Diversity & Inclusion in Insurance, only 30% of all employees at the companies surveyed were people of color.
- ◆ CEOs are overwhelmingly white men (88.9%). Racial and gender representation among CEOs has remained unchanged since 2017.
- ◆ Insurance boardrooms lack diversity — only 28.5% of insurance board members are women and 22.3% are POC.

### **Benefits of DEIB in insurance**

If audience members ask about why DEIB is important or how it benefits insurance organizations, potential talking points include:

*Organizational financial benefits:* New research shows that companies with greater diversity are more likely to outperform financially – it’s good for business! According to McKinsey, “there is a strong correlation between diversity in influential company leadership roles and multiple indicators of holistic impact across workforce, community, and environmental components. These relationships hold across sectors.”

*Reduced groupthink:* A diverse team challenges the status quo, encouraging members to think critically and consider multiple perspectives. This reduces the risk of groupthink, where uniform opinions will stifle innovation.

*Inclusive design:* With diverse teams, there’s a greater likelihood of creating products and solutions that cater to a broader audience, ensuring that innovation is inclusive by design.

*Better decision making:* Studies have shown that diverse teams tend to reduce bias and result in better decisions. The variety of perspectives leads to more thorough discussions, resulting in well-rounded and informed choices that are trusted by stakeholders.

*Resilience and adaptability:* In a rapidly evolving tech landscape, resilience and adaptability are crucial. Diverse teams, drawing from a wealth of experiences, can pivot more effectively and respond innovatively to changing circumstances.

*Mitigating bias in models:* AI models are only as good as the data they are trained on. Diverse teams bring varied perspectives that can identify and rectify biases in training data, ensuring more equitable and accurate AI outcomes.

*Broadening perspectives:* Diversity in teams ensures a wider range of viewpoints when approaching problems. This can lead to more comprehensive solutions and innovative approaches to challenges that a homogenous team might overlook.

*Cultural competence:* AI solutions are deployed globally. Teams with diverse cultural backgrounds can better understand and cater to the nuanced needs of diverse user groups, making products more universally accessible and relevant.

*Enhanced creativity:* Diverse teams foster environments where creativity thrives. Different backgrounds, experiences, and ways of thinking can spark novel ideas and groundbreaking innovations.

During this section, emphasize how diversity isn't just a buzzword; it's a catalyst for innovation. By fostering diverse teams and incorporating varied perspectives, we can ensure that AI and technology advance equitably, ethically, and innovatively for the insurance industry into the future.

Additionally, note that recognizing diversity of thought and background drives innovation, and the importance of celebrating the unique perspectives that every individual brings. Such inclusivity and diversity will be critical to ensuring future success in the insurance industry.

A key point to highlight is as baby boomers retire and generational shifts appear in the workplace, there's a need to bridge the knowledge gap and ensure continuity. As traditional roles transform due to technology, upskilling and reskilling also become essential. The insurance industry offers exciting opportunities for workers, including roles in data science, analytics, tech, marketing, and more, complemented by advances in technology.

## *06. Getting started / Wrap-up*

To conclude, re-emphasize that insurance is a great industry to work in and contains a myriad of opportunities that can support everyone's areas of interest and passions. Point out that diversity of thought and background is critically important, and the insurance industry needs more bright youthful minds.

Thank the audience for listening to your presentation and offer additional points for staying connected.

Because you've already covered a lot of ground, audience members may be overwhelmed if they're inundated with additional content at this point in the presentation. Instead, provide them with simple, low-barrier, actionable steps they can take after the presentation to continue engagement with the insurance industry. They could be as simple as:

*Doing research:* If you have five spare minutes, conduct some additional research on insurance and insurance career paths.

*Connecting with your existing network:* Ask your family members if they know anyone who works in insurance that you could speak with and learn more from.

*Expanding your network:* Reach out to me (the Day of Action participant) after the presentation if you have any additional questions or if you need assistance connecting with someone who is in a role that aligns with your interests.

*Following insurance on social media:* Look up insurance companies and groups on LinkedIn. See the "Additional Resources" section for an in-depth list of groups to share.

This is also an opportunity to point out that many insurance professionals didn't have a set path into insurance. Many may have known they wanted to work in insurance, while others may have stumbled into the industry. Either way, there will always be a place for them in the industry.

If there's enough time at the end of the session, it's a good opportunity to hold a Q&A.

## Measuring Impact

Did you participate in a Day of Action activity? Help us measure the impact! By providing us with some information on what you did, how many people you reached, and the amount of time you devoted, we'll be able to determine this initiative's reach and potential impact. Additionally, your feedback will help the Women in Insurance Initiative improve future events and campaigns. Scan the QR code to record your activities or visit <https://forms.gle/cu1j4KCqkn1gSBPD6>.





## Social Media Templates

To encourage participation in the Day of Action, we've created some social media templates that participants can use to promote their activities and the initiative and encourage others to get involved. Day of Action participants are welcome to adapt these templates and make them their own — add your own personal flair!

### *Option A*

This year I'm participating in the Day of Action, a program that's part of STEMconnector's Million Women Mentors – Women in Insurance Initiative. Starting February 15, we'll be reaching out to local educational institutions and offering to speak to students about career opportunities in the insurance industry.

If you're interested in learning more or want to get involved, reach out to me or check out the recording of the kick-off meeting: [insert link]

#WIIDayofAction #womenininsurance #insurance #insurancecareers #insuranceinclusion  
#insurancecareersmonth

### *Option B*

The U.S. Bureau of Labor Statistics projects that the insurance industry could lose 50% of its current workforce over the next 15 years, leaving 400,000+ open positions unfilled.

To tackle this industry issues, I'm participating in the Day of Action, a campaign that's part of STEMconnector's Million Women Mentors – Women in Insurance Initiative. The Day of Action sets out to spread awareness of career opportunities in the insurance industry by encouraging participants to reach out to nearby educational institutions and offer to speak to students about careers in insurance.

If you're interested in participating, reach out to me or check out their website for more information: [insert link]

#WIIDayofAction #womenininsurance #insurance #insurancecareers #insuranceinclusion  
#insurancecareersmonth

### *Option C*

Are you passionate about increasing representation and inclusion in the insurance industry? If so, join me in participating in the Day of Action initiative!

As part of STEMconnector's Million Women Mentors – Women in Insurance Initiative, the Day of Action sets out to spread awareness of career opportunities in the insurance industry by encouraging participants to reach out to educational institutions in their area and offering to speak to students about insurance careers.

If you'd like to get involved, check out their webpage for a toolkit and recording of the kick-off meeting: [insert link].

#WIIDayofAction #womenininsurance #insurance #insurancecareers #insuranceinclusion  
#insurancecareersmonth

## Email Templates

The Catalyst Committee recognizes that sometimes the biggest hurdle to action is taking the first step. To help reduce the barrier to participation, we've created some email templates that Day of Action participants can use to reach out to schools, colleagues, and their human resources departments. Each template can be adapted as each Day of Action participant sees fit to match their voice and outreach objective.

### *Educational institution outreach email template*

**Subject Line: Offer to speak to students about job opportunities in insurance**

Hi [name],

I hope this email finds you well. My name is [name], and I'm a [position] at [company], a [company descriptor]. I'm reaching out to ask if you'd be interested in having me come in to speak to students about career opportunities in insurance.

I'm participating in the Million Women Mentors - Women in Insurance Initiative "Day of Action." As part of our work, we're reaching out to schools to spread awareness of career opportunities in insurance to increase sector-wide diversity and recruit more young students and professionals into the industry.

As students start preparing for [college or graduation] and consider how different career paths align with their interests, we know that many are discounting insurance because of the perception that it's outdated, boring, or irrelevant. One of our Day of Action goals is to help change that view.

I'd love the opportunity to come in and chat with your students about insurance, my current role, and other dynamic and engaging careers in the industry — many of which leverage and require STEM skills.

Please let me know if you're interested in having me speak and if you have any specific dates or times in mind for a potential session; I'm happy to work around your schedule and class curriculum. I'm also available to hop on a video call if you have any questions or would like to chat about this further.

Thank you, and I look forward to hearing from you!

Best,

[name]

[personal LinkedIn URL]

## *Friends and colleagues outreach email template*

**Subject Line: Interested in getting involved in a diversity and recruitment initiative?**

Hi [name],

I'm reaching out to ask if you'd like to get involved in a "Day of Action."

Created by [STEMconnector's Million Women Mentors - Women in Insurance Initiative](#), the Day of Action is dedicated to spreading awareness of career opportunities in insurance to increase sector-wide diversity and recruit more young students and professionals into the industry.

To do this, we're asking insurance industry professionals to reach out to high schools, community colleges, or universities in their area — with an emphasis on minority-serving institutions — and offer to speak to students about their background, their role, opportunities in insurance, and how the sector connects back to STEM.

I know [reason why you think they'd be interested], so I thought I'd ask if you'd like to get involved/participate.

If you're interested or would like more information, please let me know. Thanks!

Best,  
[name]

## *Human resources department outreach email template*

**Subject Line: Day of Action Toolkit - Additional Uses?**

Hi [name],

I hope all is well. I'm reaching out because I'm involved in a "Day of Action" initiative that's part of STEMconnector's Million Women Mentors - Women in Insurance Initiative (WII).

For the Day of Action, we're spreading awareness of career opportunities in insurance to recruit more young students and professionals into the industry.

In conjunction with the Day of Action, WII also developed a toolkit that contains information on the insurance industry in general, insurance careers, why insurance matters, how technology is changing insurance, and the importance of diversity in insurance, among other content. I'm sharing it with you to see if there are any other ways our organization can use, promote, or amplify it — maybe for talent development, recruitment, or future programming?

Please let me know if you have any questions; I'm also happy to discuss this further. Thanks!

Best,  
[name]

## Additional Resources

This section includes several resources that participants can share with their presentation attendees and their colleagues and network. It includes information and links to insurance organizations and a list of insurance organizations offering internships.

For participants unsure about what institutions to reach out to, we've added a short list of minority-serving institutions (MSIs) in each of the 50 states and U.S. territories.

### *Career resources*

#### **Black Career Women's Network (BCWN)**

Black Career Women's Network is a national career development organization dedicated to fostering the professional growth of Black women. To learn more about the organization, visit their website: <https://bcwnetwork.com/>

#### **INROADS**

INROADS is a nonprofit organization that creates pathways to careers for ethnically diverse high school and college students across the country. To learn more about the organization and explore their programs, visit their website: <https://inroads.org/>

### *Insurance resources*

#### **ACORD Insurance Technology Career Center**

The Career Center provides a place for job candidates to find new opportunities in a variety of insurance and technology fields within a wide range of organizations, from the largest insurance carriers and brokers to leading startups. Search for insurance technology positions here: <https://careercenter.acord.org/>

#### **Insurance is STEM eBook**

The possibilities of having a meaningful career in the insurance career are endless. STEMconnector's eBook, "Insurance is STEM," explores the exciting STEM-fueled companies, careers, and trends in the insurance industry. Download the eBook here: <https://www.stemconnector.com/download-resource/insurance-is-stem/>

#### **Insurance Career Movement**

More than 1,000 global industry organizations have come together in support of the grassroots Insurance Careers Movement to inspire people to choose insurance as a career, advance diversity, equity, and inclusion in the industry, and to help retain emerging leaders in insurance. Check out their website here: <https://insurancecareersmovement.org/>

## **MyPath**

InsureMyPath (MyPath) is a collaborative initiative powered by The Institutes, a not-for-profit organization dedicated to educating and professionalizing the risk management and insurance industry. Its mission is to inform and inspire the industry's next generation of employees. Their website offers career planning tools and information on various insurance careers. To learn more, visit <https://insuremypath.org/>.

## *Insurance organizations*

### **Gamma Iota Sigma**

Gamma Iota Sigma is an educational organization with a mission to promote, encourage, and sustain student interest in careers across all functional areas in insurance, risk management, and actuarial science. Learn more about it here:

<https://www.gammiotastigma.org/>

### **Insure Equality**

Insure Equality is a non-profit tech company committed to creating cultural change within the insurance industry by amplifying the voices that are typically excluded or minimized. Learn more on their website: <https://insureequality.org/>

### **International Association of Black Actuaries (IABA)**

The International Association of Black Actuaries is a professional and student member organization whose mission is to increase the number of successful Black actuaries through programs and partnerships that address their underrepresentation in the profession. To learn more about the organization, visit <https://www.blackactuaries.org/>.

### **Latin American Association of Insurance Agencies (LAAIA)**

The Latin American Association of Insurance Agencies works to ensure a healthy insurance environment by providing continuing education, legislative advocacy, representation on national advisory councils, monthly networking events, community outreach, and the largest annual insurance convention and trade fair in South Florida. To learn more, visit their website here: <https://www.laaia.com/>

### **National African American Insurance Association (NAAIA)**

The National African American Insurance Association is dedicated to empowering Black insurance professionals and celebrating their accomplishments. The association currently has 21 chapters throughout the nation, and its members represent every sector of the industry. To learn more, visit their website: <https://www.naaia.org/>

## *Insurance internship programs*

This section includes a short list of insurance companies that offer internship and early career programs at their organizations. The list is by no means exhaustive but is instead meant to provide visibility of internship programs that audience members can explore on their own, without having to dig for information or application links.

- ◆ AIG - <https://www.aig.com/home/careers/students-and-graduates>
- ◆ Arch Insurance Group Inc. - <https://insurance.archgroup.com/divisions/international/working-for-arch/early-careers/>
- ◆ Arthur J. Gallagher - <https://jobs.ajg.com/ajg-students/>
- ◆ Assured Partners - <https://www.assuredpartners.com/careers/early-careers/>
- ◆ Builders Mutual Insurance Company - <https://www.buildersmutual.com/careers>
- ◆ Erie Insurance Group - <https://www.erieinsurance.com/careers/intern>
- ◆ Everest Re - <https://www.everestglobal.com/us-en/career-opportunities/early-talent/talent-opportunities>
- ◆ Kemper - <https://careers.kemper.com/kemper-campus/>
- ◆ MassMutual - <https://careers.massmutual.com/students>
- ◆ Mutual of Omaha - <https://www.mutualofomaha.com/careers/early-careers>
- ◆ Nationwide - <https://www.nationwide.com/personal/about-us/careers/types/college/>
- ◆ New York Life - <https://www.newyorklife.com/careers/corporate/internships>
- ◆ Sompo International - <https://www.sompo-intl.com/careers/early-careers/>
- ◆ Starr Insurance Companies - <https://starrcompanies.com/careers/students%20and%20graduates>
- ◆ The Hanover Insurance Group - <https://www.hanover.com/careers/careers-and-internships/early-career-opportunities>
- ◆ USAA - <https://www.usajobs.com/university>
- ◆ Westfield Insurance - <https://www.westfieldinsurance.com/careers>
- ◆ Zurich North America - <https://www.zurichna.com/careers/interns>

## Minority Serving Institutions

Minority Serving Institutions (MSIs) are institutions of higher education that serve minority populations. The following list only has a fraction of the institutions that are categorized as such. For a more comprehensive list, visit the Rutgers Graduate School of Education Center for MSIs: <https://cmsi.gse.rutgers.edu/msi-directory>. For more information on MSIs, visit <https://www.doi.gov/pmb/eeo/doi-minority-serving-institutions-program>.

Institution Name	City	State	MSI Type
Bishop State Community College	Mobile	Alabama	HBCU
Faulkner University	Montgomery	Alabama	PBI
Alaska Pacific University	Anchorage	Alaska	ANNH, NASNTI
University of Alaska Southeast	Juneau	Alaska	ANNH, NASNTI
Coconino Community College	Flagstaff	Arizona	NASNTI
Tohono O’odham Community College	Sells	Arizona	TCU
Ecclesia College	Springdale	Arkansas	HSI
University of Arkansas at Pine Bluff	Pine Bluff	Arkansas	HBCU
California Baptist University	Riverside	California	HSI
California State University – Northridge	Northridge	California	HSI
Fort Lewis College	Durango	Colorado	NASNTI
Otero College	La Junta	Colorado	HSI
University of Bridgeport	Bridgeport	Connecticut	HSI
Housatonic Community College	Bridgeport	Connecticut	HSI
Delaware State University	Dover	Delaware	HBCU
Howard University	Washington	District of Columbia	HBCU
Trinity Washington University	Washington	District of Columbia	HSI, PBI
Herzing University – Orlando	Winter Park	Florida	HSI
Johnson University Florida	Kissimmee	Florida	HSI
Atlanta Technical College	Atlanta	Georgia	PBI
Oconee Fall Line Technical College	Sandersville	Georgia	PBI
Kauai Community College	Lihue	Hawaii	AANAPISI, ANNH
Windward Community College	Kaneohe	Hawaii	AANAPISI, ANNH
Chicago State University	Chicago	Illinois	PBI
Dominican University	River Forest	Illinois	HSI
Calumet College of Saint Joseph	Whiting	Indiana	HSI
Union Bible College	Westfield	Indiana	AANAPISI
Haskell Indian Nations University	Lawrence	Kansas	TCU
Seward County Community College	Liberal	Kansas	HSI
Kentucky State University	Frankfort	Kentucky	HBCU

Simmons College of Kentucky	Louisville	Kentucky	HBCU
Dillard University	New Orleans	Louisiana	HBCU
Southern University at Shreveport	Shreveport	Louisiana	HBCU
Howard Community College	Columbia	Maryland	AANAPISI
University of Maryland Eastern Shore	Princess Anne	Maryland	HBCU
Urban College of Boston	Boston	Massachusetts	AANAPISI, HSI
Roxbury Community College	Roxbury Crossing	Massachusetts	PBI
Keweenaw Bay Ojibwa Community College	Baraga	Michigan	TCU
Wayne State University	Detroit	Michigan	AANAPISI
Augsburg University	Minneapolis	Minnesota	AANAPISI
St Catherine University	Saint Paul	Minnesota	AANAPISI
Alcorn State University	Alcorn State	Mississippi	HBCU
Rust College	Holly Springs	Mississippi	HBCU
Harris-Stowe State University	Saint Louis	Missouri	HBCU
Lincoln University	Jefferson City	Missouri	HBCU
Little Big Horn College	Crow Agency	Montana	TCU
Montana State University – Northern	Havre	Montana	NASNTI
Nevada State College	Henderson	Nevada	AANAPISI, HSI
College of Southern Nevada	Las Vegas	Nevada	HSI
Essex County College	Newark	New Jersey	HSI, PBI
Montclair State University	Montclair	New Jersey	HSI
New Mexico Highlands University	Las Vegas	New Mexico	HSI
San Juan College	Farmington	New Mexico	NASNTI
Boricua College	New York	New York	HSI
St. Francis College	Brooklyn Heights	New York	HSI
Bladen Community College	Dublin	North Carolina	NASNTI
Livingstone College	Salisbury	North Carolina	HBCU
Cankdeska Cikana Community College	Fort Totten	North Dakota	TCU
United Tribes Technical College	Bismarck	North Dakota	TCU
Central State University	Wilberforce	Ohio	HBCU
Valor Christian College	Canal Winchester	Ohio	HSI
Northern Oklahoma College	Tonkawa	Oklahoma	NASNTI
Randall University	Moore	Oklahoma	HSI
Pacific University	Forest Grove	Oregon	AANAPISI
Portland State University	Portland	Oregon	AANAPISI
Haverford College	Haverford	Pennsylvania	AANAPISI
Lincoln University	Lincoln University	Pennsylvania	HBCU
College Unbound	Providence	Rhode Island	HSI



Community College of Rhode Island	Warwick	Rhode Island	HSI
Benedict College	Columbia	South Carolina	HBCU
Voorhees College	Denmark	South Carolina	HBCU
Oglala Lakota College	Kyle	South Dakota	TCU
Sisseton Wahpeton College	Sisseton	South Dakota	TCU
Southern Adventist University	Collegedale	Tennessee	AANAPISI, HSI
Lane College	Jackson	Tennessee	HBCU
Clarendon College	Clarendon	Texas	HSI
Frank Phillips College	Borger	Texas	HSI
Hampton University	Hampton	Virginia	HBCU
Norfolk State University	Norfolk	Virginia	HBCU
Big Bend Community College	Moses Lake	Washington	HSI
Pierce College District	Lakewood	Washington	AANAPISI
Bluefield State College	Bluefield	West Virginia	HBCU
West Virginia State University	Institute	West Virginia	HBCU
Herzing University – Kenosha	Kenosha	Wisconsin	AANAPISI, HSI
Alverno College	Milwaukee	Wisconsin	HSI
Central Wyoming College	Riverton	Wyoming	NASNTI

\*Note: Idaho, Iowa, Maine, Nebraska, New Hampshire, Utah, and Vermont were not listed as having any MSIs

**Table Key:**

AANAPISI – Asian American and Native American Pacific Islander-serving institution

HBCU – Historically Black college and university

HSI – Hispanic-serving institution

NASNTI – Native American-serving, Nontribal institution

PBI – Predominantly Black institution

TCU – Tribal college and university

## About

### *About STEMconnector*

STEMconnector is a professional services firm committed to increasing the number of STEM-ready (Science Technology Engineering Math) workers in the global talent pool. The organization engages stakeholders across the corporate, postsecondary, nonprofit, government and K-12 sectors to enable optimal outcomes for historically underrepresented and underserved individuals. Working with STEM innovators and thought leaders across sectors, STEMconnector's overall goal is to inform, inspire and connect organizations with a passion for and vested interest in re-envisioning and growing a STEM-ready workforce.

### *About Women in Insurance Initiative*

An initiative of STEMconnector, the Women in Insurance Initiative (WII) is dedicated to taking substantive and measurable action for diversity, equity, inclusion, and belonging (DEIB) in the insurance industry. WII is committed to increasing DEIB in the insurance industry and promoting insurance as a desirable, stimulating and opportunity-rich industry for women in STEM.

### *About the Catalyst Committee*

The Catalyst Committee is an outreach of the Women in Insurance Initiative and was created to ignite progress for DEIB in insurance through practical, scalable programs focused on fostering an inclusive industry and strengthening the diverse talent pipeline.

### *About the Day of Action*

The Day of Action is a month-long period dedicated to amplifying career opportunities in insurance, with the goal of increasing diversity in the industry and recruiting more students and young professionals into the field.

Participants in the Day of Action are encouraged to connect with a school in your area and select a day to take action. Visit a high school, university, or other local institution and share with students about your background, role, and the wide variety of career opportunities in insurance!