



Why Insurance?

Using Insurance Education in your Classroom;
Using Free Resources to Enhance your
Students Learning

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InVEST/Insuring Mi Future

MI Association of Insurance Agents

Young Agent Specialist



Objectives of the Presentation

Insurance careers and education are the wave of the future in Michigan with thousands of jobs available. I will show you resources you can use in the classroom to teach careers and buying insurance- everything from textbooks, lesson plans, games, PowerPoint's, videos and more. Best part- it is all FREE!

Insurance Careers

high wage

r e w a r d i n g

+++++

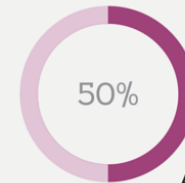
challenging

a d v a n c e m e n t

& stable

INSURANCE CAREERS!

THE NEED FOR TALENT



INSURANCE INDUSTRY EMPLOYEES EXPECTED TO RETIRE BY BY 2030,

Add a little bit of body text

INSURANCE JOB OPENINGS IN MICHIGAN FROM 2014-15



AVERAGE WAGE IN INSURANCE INDUSTRY

 **65,000**

insuringmifuture.org 

Make a great career easy to imagine

Higher Wagers

Insurance Industry Employment & Wages

	Ingham	Eaton	Clinton	Statewide
2014	3,263	3,267	300	54,446
2013	3,059	3,211	295	53,624
2012	2,377	3,277	298	51,772
2011	2,358	3,244	249	50,416
2011	2,386	3,215	233	50,066

Average Annual Wage - Michigan

- Average Annual Wage Insurance Industry \$66,448
- Average Annual Wage All Industries \$47,131

32 Different Jobs Available

- Accountant
- Accounting Clerk
- Actuary
- Administrative Assistant
- Attorney
- Auditor
- Benefits Administrator
- Claims Adjuster
- Claims Representative
- Compliance Officer
- Customer Service Representative
- Employment Coordinator
- Fraud Examiner
- Human Resources Generalist
- Insurance Agent
- Insurance Underwriter
- IT Specialist
- Loss Prevention Manager
- Maintenance Technician
- Marketing Manager
- Network Technician
- Operations Research Analyst
- Paralegal
- Pricing Analyst
- Risk Manager
- Software Engineer
- Systems Engineer
- Training and Development Manager
- Webmaster

INSURANCE AGENT

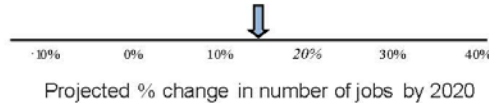
What do they do? Sell life, property, casualty, health, automotive, or other types of insurance. May refer clients to independent brokers, work as independent broker, or be employed by an insurance company.

People with these roles and responsibilities are also called: Insurance Agent, Agent, Sales Agent, Insurance Broker, Account Executive, Producer, Sales Representative, Insurance Sales Agent, Account Manager, Underwriting Sales Representative.

Some typical job duties include:

- Seek out new clients and develop clientele by networking to find new customers and generate lists of prospective clients.
- Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured, and to discuss any existing coverage.
- Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured, and to discuss any existing coverage.
- Explain features, advantages and disadvantages of various policies to promote sale of insurance plans.
- Call on policyholders to deliver and explain policy, to analyze insurance program and suggest additions or changes, and change beneficiaries.

Michigan Job Outlook "Faster than average" (+14.1%)



National Job Outlook through 2020: 21.9%

Most Important Occupational Skills

BASIC SKILLS

Active Listening
Writing
Reading Comprehension

PROBLEM SOLVING SKILLS

Complex Problem Solving

SYSTEMS SKILLS

Judgment/Decision Making
Systems Analysis
Systems Evaluation

SOCIAL SKILLS

Persuasion
Service Orientation
Negotiation

TECHNICAL SKILLS

Operations Analysis
Operations Monitoring

RESOURCE MANAGEMENT

Mgmt of Financial Resources
Time Management
Mgmt of Personnel

How much did these jobs pay in 2013?

Average: \$63,780 per year
(\$30.66 per hour)

Career Pathway and Educational Requirements

Associate (\$20,000 - \$35,000) Specialist (\$30,000 - \$75,000) Managerial (\$50,000 - \$100,000) Executive (\$100,000+)

Sales Agent Trainee ➤ Sales Agent ➤ Senior Sales Agent ➤ Insurance Agency Owner

REQUIRED FOR ENTRY

High school degree
State licensing
Short-term OTJ training

REQUIRED FOR ADVANCEMENT

Associate's degree
State licensing
Multiple years work experience

REQUIRED FOR ADVANCEMENT

Bachelor's degree (minimum)
Multiple years related work exp.
Professional certifications

SOME CERTIFICATIONS THAT CAN HELP YOU ADVANCE:

Accredited Adviser in Insurance -AAI (American Institute for CPCU and Insurance Institute of America, available online)
Certified Professional Insurance Agent (American Insurance Marketing and Sales Society, unavailable online)
Chartered Property Casualty Underwriter -CPCU (American Institute for CPCU and Insurance Institute of America, available online)
Certified Risk Manager -CRM (The National Alliance for Insurance Education and Research, available online)

Why Teach Insurance?

- Everyone needs insurance
- The student becomes a smart consumer
- It's a great career with over 32 possible job options
- Resources are free and out there to have a full curriculum or just parts and pieces
- Guest Speakers are always available
- Fits in to business or financial literacy curriculum

Best Insurance Class Ever!

What can you do to make insurance fun in your classroom?

Teacher Monique Colizzi from Charlotte High School has made it happen

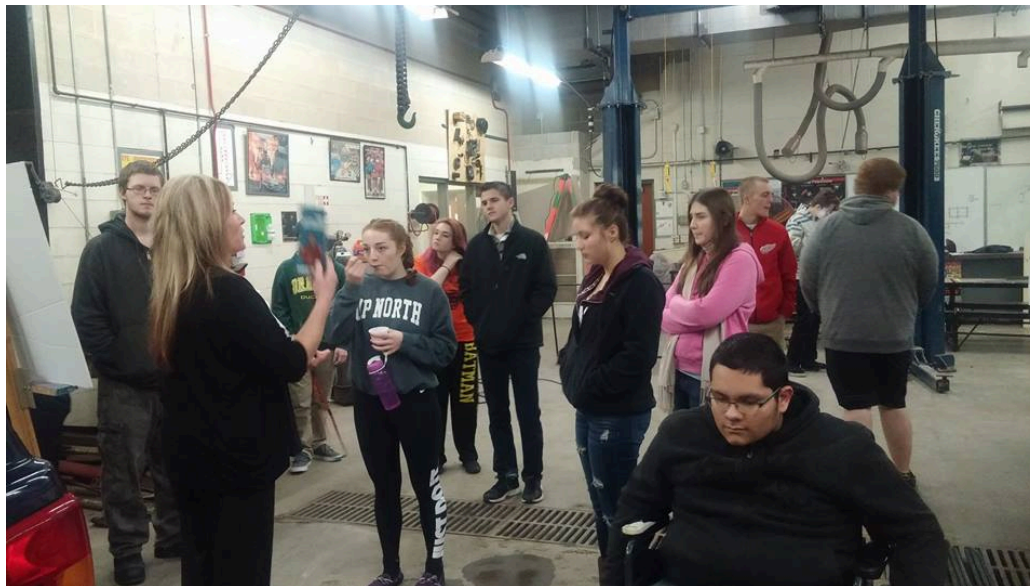
- <https://animoto.com/play/HxCLod5cf0vsSdoJ4P8rmA>

Charlotte High School

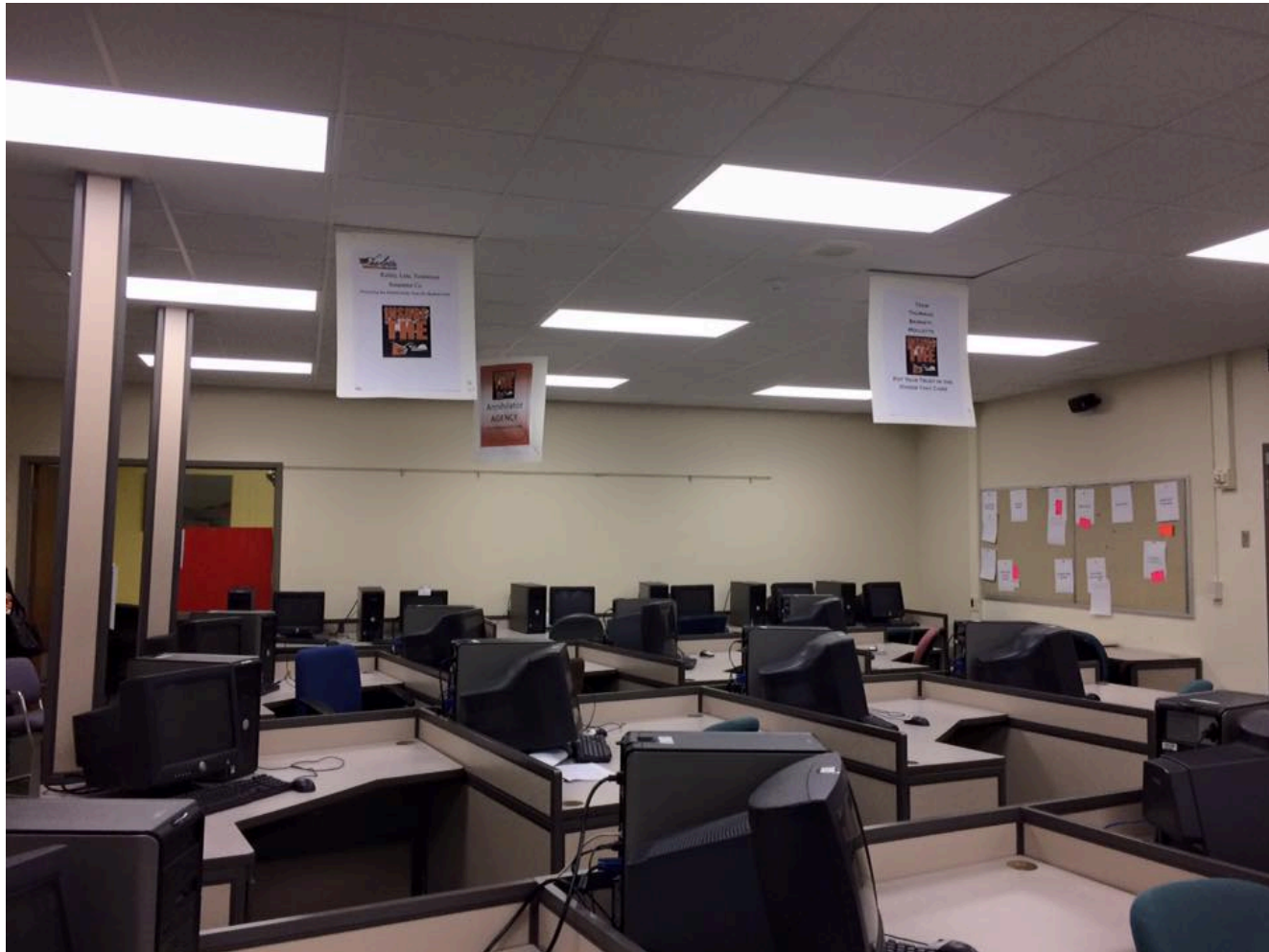


Teaching In Your Classroom

- Full Curriculum
- Partner with an Insurance Company
- Bits and Pieces



Create an Agency In Your Classroom



InVEST



- FREE!
- Investprogram.org
- InVEST is a 501(c)(3) non-profit educational trust dedicated to improving insurance literacy in students and attracting new talent to the industry.
 - ▶ A unique business and education partnership established to train individuals in insurance agency and company operations
 - ▶ InVEST develops a diverse pool of insurance professionals and informed consumers by educating high school and community college students on careers in insurance, financial services, and risk management and encouraging them to pursue careers in the industry
 - ▶ Builds business and entrepreneurial skills

InVEST Program

- ❑ Free resources for high school.
- ❑ Mock Agency Business Simulation- comparative rater, agency management software provided for students to simulate running an agency.
- ❑ Volunteers help students understand concepts, business skills, and career opportunities.

Schools can choose to incorporate InVEST into current business or teach InVEST for a semester or an entire year.

InVEST Website

investprogram.org



INVEST Insurance Education for Future Leaders

Search

▾ Students ▸ Teachers ▸ Insurance Professionals

Insurance in Real Life Career Paths Colleges & Training Jobs and Internships Scholarships Course Materials

Find out how a career in insurance can help you live your dreams.

GO

Learn insurance.
Secure your future.



InVEST Curriculum

- Web site
- Textbook
- 12 chapters
- Sample teacher lesson plans
- Discussion questions
- Short quizzes

What Can the Students Learn?

- Learn insurance basics
- Managing risk
- Issues in Automobile Insurance
- What's in an Personal Auto Policy
- How an Insurance Agency Operates
- Insurance Careers
- Marketing and Selling Insurance
- Real life job skills

InVEST Textbook

- + Chapter 1 - Introduction to Insurance
- + Chapter 2 - Managing Risk
- + Chapter 3 - Marketing & Selling Insurance
- + Chapter 4 - Insurance Agency Operations
- + Chapter 5 - A Career in Insurance
- + Chapter 6 - Issues in Automobile Insurance
- + Chapter 7 - Personal Auto Policy
- + Chapter 8 - Determining the Price of Personal Auto Insurance
- + Chapter 9 - Property Insurance for Homeowners & Renters
- + Chapter 10 - Homeowners Insurance
- + Chapter 11 - Businessowners Policy (BOP)
- + Chapter 12 - Life & Health Insurance

Why InVEST?

How It Works

Start a Program

Resources

Textbook &
Teacher's Guide

Lesson Plan

Guest Speaker
Program

Presentations

Office Simulation

Videos

Scholarships &
Awards

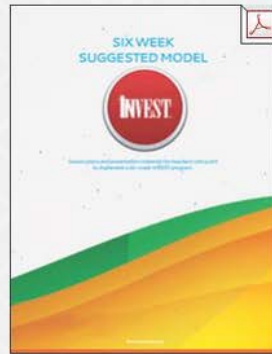
[Teachers](#) > [Resources](#) > Lesson Plan

Lesson Plan

InVEST makes it easy for teachers to incorporate our resources by including day by day lessons and instructions. You can also find chapter specific lesson plans by going to the [Textbook and Teachers Guide](#) section.

Only registered InVEST teachers have access to these lesson plans. Please remember to [sign in](#) to view all of the classroom materials. If you are a teacher interested in InVEST's resources, please [contact us](#) to start a program.

InVEST Six Week Model



Use this document as a guide for day by day lesson plans and activities when incorporating InVEST for six weeks. Be sure you [sign in](#) to view the necessary resources. There is also a week-by-week outline with links to all of the resources that becomes available after you [sign in](#).

- + Week One
- + Week Two
- + Week Three
- + Week Four
- + Week Five
- + Week Six

[Teachers](#) > [Resources](#) > [Videos](#)

Videos

InVEST has collected insurance related videos that you can use in your classroom.



[Career](#)



[Auto Insurance](#)



[Homeowners Insurance](#)



[Business Insurance](#)



[Insurance in Your Life](#)



[How Insurance Works](#)

Student Pages

Navigation: Students (selected), Teachers, Insurance Professionals

Secondary Navigation: Insurance in Real Life, Career Paths, Colleges & Training, Jobs and Internships, Scholarships, Course Materials

Hero Image: A group of diverse students smiling and laughing.

Hero Text: Learn insurance. Secure your future.

Hero Call to Action: Find out how a career in insurance can help you live your dreams. [GO](#)

Grid of Topic Tiles:

- Insurance in Action (Car icon)
- Student Voice (Megaphone icon)
- Insurance in the Classroom (Open book icon)
- InVEST by the Numbers (\$87k)
- Scholarships (Graduation cap icon)
- Insuring Your Life (Airplane icon)
- Insurance in Action (Open box icon)
- College Bound (Classical building icon)

Student Pages

- [Insurance In Real Life](#)
- [How Insurance Works](#)
- [Basic Terminology](#)
- [Real World Examples](#)
- [Course Materials](#)

InVEST Resources

- Textbook and Teacher Guide
- Lesson Plans
- Presentations
- Games
- Office Simulations
- Agency Management System
- Videos
- Guest Speakers
- Scholarships

Insuring Mi Future



Insuringmifuture.org

Insuring Mi Future is a coalition of insurance industry companies, agencies and regulators that seek to attract young talent to a career in the insurance industry in Michigan.

Insuring Mi Future

insuringmifuture.org

- Curriculum approved for 9 credits from Ferris State University and Olivet College
- Curriculum from Olivet College
- Partnership with Insurance Companies
- Guest Speakers from the Insurance Industry

insuring mi future 

Insuring Mi Future Programs

A semester program set up in partnerships with the high school, college and insurance company.

Current high school programs housed at insurance company offices:

- Farm Bureau Insurance Company in cooperation with Olivet College and Eaton RESA;
- Accident Fund Insurance Company in collaboration with Ingham Intermediate School District, Lansing Schools and Ferris State University;
- Pioneer State Mutual Insurance Company that works with Genesee Intermediate School District and Olivet College.

Insurance programs providing college credit that are housed at the high schools:

- Charlotte High School in cooperation with Davenport University.
- Holt High School with Olivet College.

Insurance Leadership Academy



Free College Credit • Hands-On Business Experience • Internship Opportunities

Opportunities in the insurance industry are endless. Insurance careers offer great earning potential, stability in a growing industry as well as a challenging and rewarding career path. This year-long program allows students to explore the industry through a partnership with a top Michigan insurance company, Frankenmuth Mutual Insurance Company.

Students enrolled in this program will spend five days a week in a classroom at Frankenmuth Mutual Insurance Company learning about insurance operations and careers while gaining valuable hands-on experience.

Career choices can include:

- Agent
- Actuary
- Claims Investigator
- Loss Prevention Specialist
- Marketing Representative
- Network Administrator
- Product Development Specialist
- Underwriter

Job Outlook:

Forty percent of the current insurance industry workforce is 55 or older and will soon retire. Some of the high demand areas that will see faster than average employment growth include: sales agents, actuaries, information technology specialists and marketing specialists.

Average state insurance industry wage:

\$66,000

Eligibility:

- Students must possess achievement, relationship and independent skills.
- Be Junior or Senior
- Provide own transportation

Partners: Add Frankenmuth logo



College Partnerships:

Olivet College, Ferris State University and Northwood.

High School Credit:

4th Year Math
3rd Year Science
Elective
Visual Performing Arts
World Language

Certifications:

AINS 21 Property & Liability Insurance Principles
AINS 22 Personal Insurance
AINS 23 Commercial Insurance

To apply: Complete application available at your school counseling office or call Tuscola ISD at 989-673-2144

Tuscola County Intermediate School District
1385 Cleaver Road
Caro, MI 48723
989-673-2144

Support for Students

Colleges with Insurance Programs

Jobs and Internships

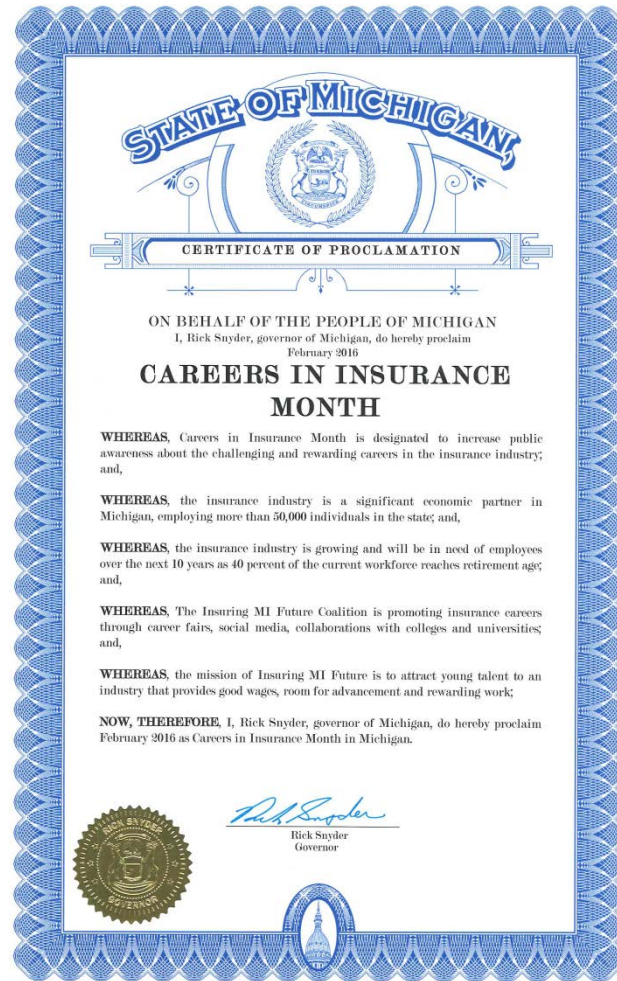
Scholarships

[Caliper Career Placement Testing](#)

CALIPER ^{50th} Anniversary

Helping companies hire & develop top performers.

Insurance Careers Month



Contact Information



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