



2021 EXECUTIVE SUMMARY

THE DIVERSITY COUNCIL is a cooperative industry group comprised of diverse Big "I" member agents and leading companies including Allstate, Amerisure, AmTrust North America, Applied Systems, Chubb, Church Mutual, CNA, Encompass, Hanover, The Hartford, Liberty Mutual Insurance, MetLife, National General, Nationwide, Progressive, Safeco, Selective, Travelers, Vertafore, and Westfield Insurance.

MISSION

The Diversity Council seeks to engage and develop a sustainable diverse independent agency network by partnering with state associations, insurance companies, and multicultural industry affinity groups.

STRATEGIC ACTION PLAN

1. Connect with Big "I" state associations on engagement, focus areas and needs pertaining to diversity and inclusion.
2. Continue to identify diverse independent agency owners countrywide to enhance state associations recruitment and retention efforts.
3. Become a resource center for agents, association leaders and industry partners to access information relative to increasing diverse markets within the independent agency channel and populations served.

KEY ACCOMPLISHMENTS

- The Diversity Council hosted the inaugural [Big "I" Level Up Agent \(Diversity\) Summit](#) which took place in New Orleans January 14-15, 2020, in conjunction with the Big "I" Winter Board Meetings. The summit, focused on business and inclusion, brought independent agents, association leaders, carrier executives and other industry representatives from across the country together to learn key business strategies with a heightened focus on sales, marketing, agency operations, leadership and technology. The goal? Agency growth, as well as increased innovation and sustainability through diversity and inclusion.
- The council developed the Right Start Training Series to help up-and-coming developing agency owners grow their business and attract top-rated carriers. The series provides essential best practices beneficial for agencies looking to get and retain appointments with top carriers. The council put together a mentorship initiative as a supplementary component to the training series specifically focused on helping underrepresented agency owners.

Updated December 2020



- The council continues to work closely with InVEST and jointly put together the PriSim College Agency Management Challenge inclusive of 41 students from 8 colleges across the country. The top three winning college teams – Indiana State University, Ohio State University and the University of North Texas – were provided with sponsorships to attend the 2019 Big “I” Legislative Conference featuring a special Future Leaders track with education and professional development workshops put together exclusively for them.
- The Diversity Council continues to engage association leaders in diversity and inclusion education and initiatives. In 2019, with the support of the national chair and executive committee, the council hosted an inclusive leadership and unconscious bias training for the entire national board. The executive committee were also provided specialized facilitation training to later lead roundtable discussions and activities on becoming an articulate advocate of diversity.
- The Diversity Council has actively worked to become a leading change agent within our industry and has been nationally recognized as [one of the top 25 US organizations](#) implementing exemplary work in diversity and inclusion initiatives. This recognition has been awarded by the Association of ERGS (Employee Resource Groups) & Councils and will be received alongside Fortune 100 including American Airlines, Coca-Cola and Mass Mutual.

COUNCIL WORK GROUPS

- **Agent Education** – Develop/plan educational resources highlighting diversity and inclusion business practices
- **Diversity Best Practices** – Develop/plan diversity best practices collaborative workshops for Big “I” Diversity Council Company Partners
- **Communications** – Develop/plan ongoing content ideas highlighting diversity initiatives and resources across the IA channel
- **State Associations** – Develop/plan best practice virtual workshops for state leaders focusing on attracting and retaining underrepresented agencies and markets
- **Talent Pipeline Initiatives** – Develop/plan collaborative ways to expose college students and young professionals to the IA channel

COMMITTEE CHAIR: Bennie Jones, Risk Management Solution of America, Chicago, IL

EXECUTIVE COMMITTEE LIAISON: Angela Ripley, VW Brown Insurance Services, Fredrick, MD

IIABA STAFF LIAISONS: [Whitnee Dillard](#) and [Madelyn Flannagan](#)