

2023 Young Agents Leadership Institute State Idea Share Notes

- Outstanding YAC of the Year
 - Award Winner: South Carolina
 - January: Send out committee requirements – monthly Zoom calls
 - 15 individuals on the committee
 - How do they handle people who don't participate?
 - *Volun-told*
 - Expectations are not hard. Should want to serve because there are additional leadership opportunities.
 - All-inclusive scholarships are available for members of the committee to attend YALI: Chair, Vice Chair, Membership Engagement & Past Chair
 - Dual Roles: Having matching roles across the state increases participation, provides a sense of responsibility, and allows for ownership of certain geography
 - North Carolina: Has three territories (Western, Central, and Eastern) and you have to serve in a chapter to end up serving as chair.
 - March(ish): Spring Conference
 - Young Agents have a table at the SC trade show
 - April: Young Agents Golf Tournament
 - Goal is to raise \$5,000 for scholarship fund
 - \$100 per player, usually 130 participants
 - June: GIVE Movement
 - All committee members change their social media to have GIVE promotions
 - Monetary donations are collected for Make-A-Wish
 - During the Young Agents event, sponsors help to present the check, someone from Make-A-Wish speaks, and during annual convention, they grant a wish
 - August: Young Agents Conference
 - There is one in-person YAC meeting a year right before their yearly meeting. It is required for all committee members to be in attendance.
 - Location switches every year. A survey is sent out after every event to rank/gauge where people want to go.

- **Membership Development**

- Award Winner: New York (not in attendance)
- Additional Talking Points
 - Oklahoma: Ambassador Program
 - All company representatives, have things to give to Young Agents
 - 2 company positions on the state YAC for company reps, as a way for them to get more involved in Young Agents
 - A 'Top In Ambassador Program' award is given to the individual that has the most recruits
 - Each company has a unique QR code to see who is bringing in each ambassador
 - Alabama: Outreach to Big 'I' Members
 - Big 'I' Alabama offers a 40-hour licensing class through the main office
 - Young Agents who register for the course receive an email from the YAC: Welcome to the industry, calendar of events, upcoming opportunities
 - Since the courses are led by the Big 'I' Alabama office, registrants are shared with the committee
 - Maine: Internship Program
 - Outreach to interns at agencies/other intern programs
 - Explain what the association is, how to get involved, opportunities to learn more
 - South Carolina: Officer Set-Up
 - 2 chairs, 2 vice chairs, 2 past chairs
 - Sub-Committees: InsurPac, Events & Membership
 - The immediate past chairs have the opportunity to serve on the Board and push information out to other members

- **Meetings and Events**

- Award Winner: Massachusetts
 - Meet on the first Thursday of the month as a committee for 90 minutes, typically in-person at the state office
- Additional Talking Points
 - Maine: BYOA- Bring Your Own Agent: sponsors get tickets to events at a discounted price and can pick any agent they want to bring to the event
 - South Carolina: Annual partners are allocated at the beginning of the year for three larger events throughout the year. Partners will be brought in for networking events.

- Usually a few sponsor companies at each event (Eg: Happy Hour is \$1,200). First four companies to commit can sponsor the events, and 2 individuals are able to attend in-person
- Offer regional networking events, Young Agents golf tournament, and annual events throughout the year
- Also has a similar BYOA event (under a different name) that has been very successful
- Oklahoma: Cornhole Tournament
 - Costs \$1,000 to play
 - Work through a third-party company to drop-ship cornhole boards at location. Each sponsor can get their own set of boards without having to set-up the logistics of getting them to the venue.
 - No cap on teams, double elimination policy
 - [Dan Kennedy](#) (Markel in Texas) – contact Wes Bucknell from Big I OK for more details on how to get connected
- How much do different states charge for events?
 - Florida: Members = \$10, Non-Members = \$25
 - New Jersey: \$75
 - Michigan: \$10-30/depends on the event
- How much do states charge for YAC membership?
 - Kansas: For two years, charged \$75 for members to create a roster and get initial buy-in. No fee now.
 - Florida: \$50 for buy-in as well
- **Political Involvement**
 - Award Winner: North Carolina
 - Committee required to give to state PAC and InsurPAC
 - Currently state Government Affairs Committee Chair and State PAC Chair both happen to be Young Agents
 - In DC and in NC, Young Agents host a BBQ lunch where food is catered in from North Carolina.
 - Young Agents partners with Government Affairs committee for iLEAD (Young Agents program name) Leg Day
 - Everything is free for Young Agents
 - The Department of Insurance is invited to speak at the beginning of the event. Agents who are legislators come and speak, usually have no problem getting them to attend.

- **Invest Programs**
 - Award Winner: Michigan
 - Many schools have insurance based-programs and activities: University of Olivet Insurance & Risk Management, speaking, career days, and virtual events
 - Mentorship program with high school students.
 - Had a script and created a PowerPoint that asked questions of students (not just being talked at)
 - Michigan Career Quest: Opportunity for high school students to learn about careers high-demand industries in the region
 - Most students would say they wanted to go into medical field because they saw that's where the money was
 - Started asking questions like – What would you do if you didn't have to worry about getting paid? Or what is something you're passionate about?
 - Video Games: Insure a Game Stop
 - Taylor Swift: Insure her legs
 - Discuss opportunities to help pay for college
 - Michigan Farm Bureau invited students to an event, let members of the Michigan YAC come and talk to them

- **Breakthrough YAC Award**
 - Award Winner: Maine
 - Stephanie: New liaison for Maine as of January 1
 - Revamp committee as a whole
 - Meeting 4 times a year
 - Sub-committees were created and focused on projects
 - Leg Day
 - Called legislators to invite to office for meet & greet with the committee
 - YAC took on the challenge of raising InsurPac donations and collected online
 - At convention, had a 'pie in the face' contest to raise funds
 - Updated social media to include photos and videos of events/activities around Leg Day

- **Innovator Award**
 - Award Winner: Oklahoma
 - Podcast: Created a one year schedule

- Usually podcasts are between 20-30 minutes long – easily digestible.
- Speakers: Typically have a speaker fee, ask for participation for a podcast. Helps promote the speaker ahead of time, can get content. A win-win!
- FILO: Future Insurance Leaders of Oklahoma
 - \$500 fee to participate. Meet once a month with a member. Currently 17 participants. Pipeline for future committee members.
 - FILO participants receive information to reach out to recruit new individuals
- Young Agents Retreat
 - [Goosechase](#): Scavenger hunt app
 - 10 Committee members go on retreat
 - Day 1: Fun! Games, smores, etc.
 - Day 2: Strategic planning sessions
 - KOLBE Assessments: Figuring out how everyone works together
- Community Service
 - Award Winners: Georgia & Wisconsin (not in attendance)
- Questions
 - What's the dynamic working with your Executive Committee, state board and state association? How do multi-generational beliefs impact working together?
 - Florida: Planning session every August. Create 5 motions that are brought to the Board (examples: events, charity). Provide 10 minute presentation to the Board. Added to the plan of work for the association. Bridges the gap from the YAC upward so the rest of the association knows what activities are happening.
 - North Carolina: State Liaison works as an events coordinator for the entire association. Helpful to have the cross-collaboration and direct connection to other association events.
 - South Carolina: Has a very supportive Board. State Liaison sends committee information to Board of Directors for updates on projects/activities.
 - Arkansas: COVID impacted the budget and there was not enough funds for a Young Agents conference – had to be combined with annual convention. YAC formed a strong connection with the State Liaisons and found ways to be interwoven into the event (examples: speaking parts, YA branded events)

- Iowa: Previous Young Agents are members on the Board. Helps forge connections with new Young Agents and activities being planned.
- What can we (National YAC/Nationals) do better?
 - If YAC could be more present and share about what they are doing externally
 - Planning to schedule quarterly calls with State Chairs and Liaisons
 - State Chairs and Liaisons receive emails and surveys with updates regarding national programs/opportunities
 - Goal of Program: Help Young Agents succeed and serve as a resource
 - If you're interested in having National YAC members at events, speak at conferences/conventions, can reach out to any committee member!
 - Bi-monthly Zoom Calls: Will continue these calls to bring people together to talk through programming, opportunities for development, and any other Young Agents questions.
 - More information on registration and call schedule coming soon!
 - Connecting people on a National level: Slack/Teams
 - Currently have a Facebook Group: [Click here to join the group!](#)
 - Working on another platform option as a National association. Will share more details once available!
- **General Comments**
 - Progressive is willing to identify podcast guests at the state level! If you're interested in having someone join your podcast, contact [Mike Macfarlane!](#)
 - Donate to InsurPac: [Click here!](#)