



# Appalachian

STATE UNIVERSITY

**Recruiting 2009 Insurance Graduates**

**Michelle Boisclair**  
**Assistant Director, Brantley Center**  
**[boisclairm@appstate.edu](mailto:boisclairm@appstate.edu)**  
**828-262-6179**

A photograph of a university campus during autumn. In the background, there is a large brick building with a central entrance. The foreground is filled with trees showing vibrant yellow and orange foliage. A person is walking on a path in the middle ground. The overall scene is bright and colorful.

# Today's Presentation

- **Appalachian State - Program Overview**
- **2009 Graduates - Overview**
- **Recruiting Graduates**
- **Meet the Students**

A photograph of the Appalachian State University campus during autumn. The scene shows a large brick building with a central entrance, surrounded by trees with vibrant yellow and orange foliage. A paved walkway leads towards the building, and a person is visible in the distance. The sky is clear and blue.

# Appalachian State University

- **Recognized in U.S. News & World Report's 2009 Best College's Guide**
- **14,561 undergraduates representing predominately NC, GA, VA, TN, FL ,SC**
- **Incoming Freshman have an average GPA of 3.87 and SAT of 1163**

A photograph of a university campus during autumn. In the background, there is a large brick building with a central entrance. The foreground is filled with trees displaying vibrant yellow and orange leaves. A paved walkway leads towards the building, and a person can be seen walking in the distance. The overall scene is bright and colorful.

# Risk Management & Insurance Major

- **120 RMI students**
- **60 graduate each year**
- **80% carry double majors**
  - **72% major in Finance and Banking**

A photograph of a campus scene with autumn foliage. In the background, there is a large brick building with a glass entrance. The trees are in various stages of autumn, with some showing bright yellow and orange leaves. The foreground shows a paved walkway and some greenery. The text "RMI Curriculum" is overlaid in white with a black outline.

# RMI Curriculum

- **Financial Management**
- **Principles of RMI**
- **Personal Insurance**
- **Commercial Insurance**
- **Risk Management**
- **Elective**



# Brantley Risk & Insurance Center

**Supports the insurance program..**

- **Involve students with the insurance and risk management industry**
- **Support faculty and research development for the insurance major**
- **Assist the industry in the design and delivery of training and continuing education programs**

A photograph of a campus scene with trees and buildings, overlaid with a black bar at the top. The text "Industry Sponsored Student Activities" is written in large, bold, white letters with a black outline.

# Industry Sponsored Student Activities

## On Campus

- RMI Society
- Industry Speakers
- Capstone Project
- Scholarships
- Advisory Board



# Industry Sponsored Student Activities

## Industry

- CPCU and RMIS Shadow Days
- Summer Internships
- International Insurance –London
- BRIC Advisory Board
- State Licenses
- CRM and CPCU Designations Testing



# Industry Sponsored Student Activities

## Conferences - 2008-2009

- IIANC Regional/State/Legislative
- RMIS Southeast
- PRIMA (July 2009)
- Gamma Iota Sigma
- AAMGA UFO
- NCAIW



# Industry Sponsored Student Activities

## Job Placement

- Resume and Career Counseling
- Resume Book
- Spring and Fall Career Fairs
- On Campus Interview
- Job Listing/Matching Service



# 2009 Graduates

## Last December Grads

- 20 students graduated
  - 50% Agent/Broker
  - 40% Insurer
  - 5% Risk Management
  - 5% Other
- Average Starting Salary \$45K



# 2009 May Graduates

- 41 students intend to graduate
  - 35% Open
  - 30% Insurer
  - 15% Agency/Broker
  - 10% Risk Management
  - 10% Graduate School



# 2009 May Graduates

- 15% have accepted a position
- 100% have had a least one interview
- 50% have had at least one second interview

\* As of 3/21/09



# 2009 Graduates

## Values and Traits

- Idealist
- Optimistic
- Loyal
- Confident
- Pack Animals
- Crave Personal Connection
- Hard Working
- Multi-tasking
- Goal Oriented
- Like Clearly Defined Structure
- Technologically Savvy and Weary



# Recruiting 2009 Graduates

## On Campus

- Students report the #1 influence in job placement is university contacts
- Career Center Websites
- Career Fairs
- Resume Books
- Professors

A photograph of a university campus during autumn. In the background, there is a large brick building with a central entrance. The foreground is filled with trees showing vibrant yellow and orange foliage. A paved walkway leads towards the building, and a person can be seen walking in the distance. The overall scene is bright and colorful, suggesting a pleasant campus environment.

# Recruiting 2009 Graduates

## Make Personal Connections

- Encourage networking by peers you employ
- Employee Referral Program
- Include Family
- Social Events
- Provide personal follow-up on applications
- Share corporate cultural



# Recruiting 2009 Graduates

## Make Personal Connections

- Follow through on time commitments
- Introduce mentor at beginning of interview process
- Clearly define corporate values
- Exhibit respect for competition and employees
- Regular, timely and personal contact with applicants



# Recruiting 2009 Graduates

## Use Technology Wisely

- Post Openings on Major Websites
  - [Monster.com](#)
  - [CareerBuilders.com](#)
  - [InsuranceJobs.com](#)
  - [GreatInsuranceJobs.com](#)
  - [CollegeGrad.com](#)
  - [InsuranceCareersOnline.com](#) (NAPSLO)
  - [Careers.Independentagents.com](#) (IIANC)

A photograph of a university campus during autumn. In the background, there is a large brick building with a central entrance. The foreground is filled with trees in various shades of yellow, orange, and red. A paved walkway leads towards the building, and a person can be seen walking in the distance. The overall scene is bright and colorful.

# Recruiting 2009 Graduates

## Use Technology Wisely

- Corporate Website
  - Student/graduate section
  - Portray corporate culture and values
  - Blog by new graduates
  - Day in the life video



# Recruiting 2009 Graduates

## Use Technology Wisely

- Corporate Website
  - Keep application short
  - Provide contact name, email and phone number
  - Immediate personal response to application i.e. text message, email or phone call.
  - Flash drive featuring recent grads



# Recruiting 2009 Graduates

## Make It Real

- Tour of future office
- Describe typical first day
- Discuss what to expect: new experiences and exciting opportunities
- Arrange time with mentor
- Introduce to a recent college grad at work



# Recruiting 2009 Graduates

## Make It Real

- Provide examples of collaborative work
- Point out employees who have worked their way up
- Provide written job description
- Connect with one contact for “culture” questions

A photograph of a university campus during autumn. The scene features a brick building with a central entrance, surrounded by trees with vibrant yellow and orange foliage. A paved walkway leads towards the building, and a person can be seen walking in the distance. The overall atmosphere is bright and scenic.

# Recruiting 2009 Graduates

## Recap

- 2009 Graduates are hard working, committed prospective employees
- Target use of technology wisely.
- Make it personal every chance you get.



- For more information about Appalachian's RMI students go to: [www.business.appstate.edu](http://www.business.appstate.edu)