

Engaging with the Industry's Future Leaders: *A Panel Session with Students from Appalachian State University*

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Moderated by

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Appalachian State University

- Public institution, part of UNC System
- 17,000 students (15,000 undergraduate)
- Consumer Digest ranks as 21st best value among all public universities
- Kiplinger magazine ranks as 22nd best value among all public universities

Risk Management and Insurance Major

- Four faculty and Associate Director
- 125 majors
- Brantley Risk and Insurance Center
 - <http://insurance.appstate.edu/>
- CPCU eJournal (January 2010 issue)
 - <http://www.cpcusociety.org/>

Students on Panel

- Matt Lindsey
 - Graduating in May
- Curt Omlie
 - Graduating in May
- Anna Romano
 - Current junior
- Sara Smith
 - Graduated in December

Panel Question #1

What was your candid opinion of the insurance industry when you entered the program? Why did you choose to enter the insurance industry?

Panel Question #2

What is your candid opinion of the industry now? What kind of impact do you believe you can have in the field?

Panel Question #3

What is your perspective of the insurance hiring landscape?



Panel Question #4



How are you approaching your job search?

Students from the Appalachian State Insurance Program were polled on this question. Below are their responses.

1. Campus Recruiting
2. Job Fairs
3. Parents' Connections
4. Personal Connections, Internships, Company Websites (tie)
5. Social Networking, Friends' Connections (tie)

Panel Question #5



What is most important to you as you evaluate an employer?

Below are responses from the student poll:

Extremely Important

- Company Culture
- Monetary Compensation
- Insurance Benefits
- 401 k
- Training/Development and Upward Mobility
- Mentoring Programs
- Vacation/PTO

Important

- Fitness/Wellness Programs
- Company Name/Reputation
- Continuing Education Opportunities

Not Very Important

- Green Initiatives
- Community Involvement

Panel Question #6

Is social media playing a role in your job search? How can employers use it (or not use it) to recruit candidates out of college?



Panel Question #7



How long do you plan to stay with your first employer?

Below are responses from the student poll:

1 year: 0%

2-3 years: 33.3%

4-5 years: 50%

6-10 years: 12.5%

11-15 years: 0%

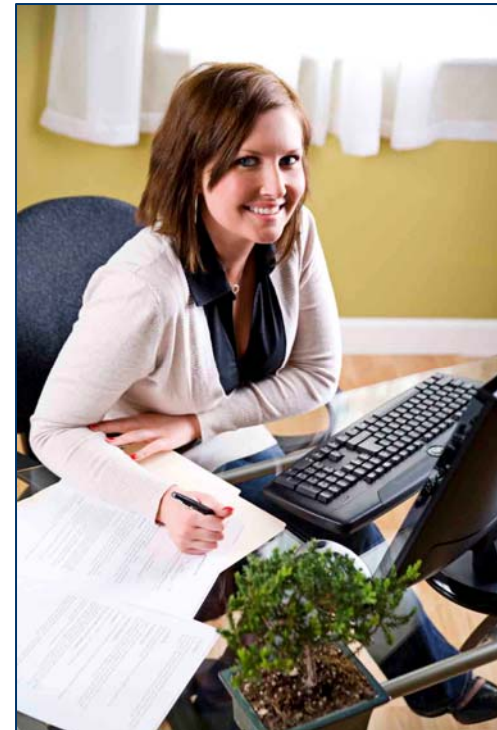
more than 15 years: 4.2%

Panel Question #8

What would cause you to stay in a position?
What would cause you to leave a position?

Panel Question #9

What are your expectations for an entry-level insurance position?



Audience Response

What are your expectations for an entry-level insurance position?



Panel Question #10

What misconceptions about your generation need to be addressed?



Millennials

Common Misconceptions

- Inability to accept failure
- Job-hoppers
- Need for constant praise
- Attention seekers
- Lazy
- Self-centered
- Sense of entitlement



Audience Response

What are some common misconceptions about other generations?

- GenXers
- Baby Boomers
- Traditionalists



GenXers

Common Misconceptions

- Disloyal
- Not team players
- Slackers
- Cynical
- Whiners



Baby Boomers

Common Misconceptions

- Lack current skills
- Won't stay in the job for long
- Require too high salary
- Are unwilling to learn new technology



Traditionalists

Common Misconceptions

- Workaholics
- Inflexible
- Trouble reporting to younger supervisors
- Expensive (higher healthcare costs/salaries)
- Uncomfortable with technology



Questions from Audience?



Thank You!

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