



Internship Toolkit

**A Resource for Independent Insurance
Agencies in Indiana**



Created by



Professional Insurance Agents of Indiana

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1. Why are Internships Important

One of the most serious issues facing the insurance industry is the staffing shortage.

- The insurance industry is a major U.S. employer, providing some 2.8 million jobs in 2021 that encompass a wide variety of careers, including engineering and data science, human resources, public relations, and financial analysts.
- Employment of insurance brokers and sales agents is expected to grow 9% by the year 2024 (compared with .5% overall growth during the same period).

*Source: Insurance Information Institute, Inc.

However, there are things we can do to help. Finding new talent is critical. Internships can help educate and attract young talent to our industry – we need your help!

2. What is an Intern

Developing an internship program is an excellent strategy for investing not only in your agency's future success, but also the industry.

Typical internships:

- Includes developing learning objective goals that are structured into the experience and supervised by a professional with relevant and related background in the field.
- Promotes academic, career and/or personal development. Some school programs have requirement for internships to be able to graduate.
- Includes learning objectives, observation, reflection, and evaluation.
- Balances the intern's learning goals with the agency's needs.
- Are three months long, but can be shorter, longer and be either part-time or full-time.
- Involves industry related and soft skill development.

Internships are not:

- Free help.
- Meant to replace an employee.
- Meant to involve more than 20% busy work (filing, covering phones, running errands, etc.).

3. Benefits of Hiring an Intern

1. You are supporting our industry.
2. Promote the insurance industry as a career path.
3. You can test drive new talent/ find future employees.
4. Increase agency productivity – more staff.
5. Addition of low-cost labor to the agency.
6. An opportunity to increase social media outreach.

4. A Place to Start

High Schools:

You can reach out to your local high school(s) and visit the guidance department or educators that oversee the business classes. Sharing information with someone in High School can also expose students to a completely different side of planning a career that is not talked about.

PIA of Indiana has materials for you to assist in talking points to potential students.

Ivy Tech – 2 Year Certification Program:

Ivy Tech now offers an insurance track leading to an Associate of Applied Science degree in Business Administration with a concentration in insurance.

The program is designed to give students the knowledge and skills for career entry or advancement in a current job. Graduates of the program will be prepared for licensing and certifications, and they can seamlessly transfer to a four-year institution, entering at a junior status. Ivy Tech also offers a Certificate Program that can be completed in two semesters and includes an embedded internship.

Ivy Tech and a small working group representing multiple companies, agencies, and industry associations, are developing these internships to better introduce our industry and to provide insurance students with on the job learning opportunities that parallel their college studies.

For more information on Ivy Tech's insurance program, contact:
Julius Edwards - jedwards@ivytech.edu

Risk Management/Insurance Programs – 4 Year Degree:

Ball State University (Muncie)

Dr. Steve Avila
765-285-5220
savila@bsu.edu

Butler University (Indianapolis)

J.J. DeBrosse
317-940-3070
JDeBrosse@Butler.edu

Indiana State University (Terre Haute)

Rebecca Wray
812-237-8924
Rebecca.Wray@Indstate.edu

Your Local Colleges & Universities:

Indiana has over 50 colleges & universities across the state. Contact your local college/university to learn more about their internship requirements! Students from a variety of schools/departments (business, communications, marketing, just to name a few) could be great interns for your agency.

5. What Can Non-Licensed Interns & Individuals Do in Your Agency

Indiana Code (Code 27-1-15.6-3) states the following:

(a) A person shall not **sell, solicit, or negotiate** insurance in Indiana for any class or classes of insurance unless the person is licensed for that line of authority under this chapter.

(b) An insurer shall require a person who sells, solicits, or negotiates insurance in Indiana by any means of communication on behalf of the insurer to be licensed under this chapter.

The following chart will give you general guidelines when assigning work to the intern. It can be found on the IDOI website.

ACTIVITIES	LICENSED AGENT ACTS	NON- LICENSED "CLERICAL" ACTS
Solicit		
Dispense brochures, and other general information (so long as no conversation relating to the terms of a contract)		x
Disseminating buyer's guides, applications for coverage, coverage selection forms or other similar forms in response to a request from prospective or current policyholders		x
Receiving and recording information from a policyholder to give to an insurance producer for his or her response		x
Scheduling appointments with insurance producers to discuss insurance		x
Disseminating information as to rates secured by reference to a published or printed list or computer data base of standard rates	x	

Negotiate		
Communicating with the policyholder or prospective policyholder in order to obtain factual information necessary for an insurance producer to complete a review		x
Explain, discuss, or interpret coverage, analyze exposures or policies, or give opinions or recommendations as to coverage	x	
Discuss the effect of age, health, or other risk-related conditions of the prospective policyholder	x	
Counsel, urge or advise any prospective purchaser to buy a particular policy or to insure with a particular company	x	
Sell		
Receiving requests for coverage for transmittal to a licensed insurance producer or for processing through an automated system developed and maintained under the supervision of an insurer or licensed insurance producer		x
Receiving and recording information from an applicant or policyholder and preparing an application for insurance pursuant to instructions from and for the review of an insurance producer		x
Obtain underwriting information from credit agencies, DMV, and other insurance agencies and companies		x
Sell (continued)		
As an underwriter employed by an insurer or by a licensed insurance producer, upon receipt of an application submitted by a licensed producer, requesting and reviewing information relating to the audit of records or loss control on underwriting verifications and inspections, requesting and reviewing the results of a physical examination of a prospective insured named in a submitted application, requesting and reviewing information from persons other than the applicant, making a determination that the applicant meets the insurer's underwriting criteria, and mailing the policy to the policyholder or the producer		x
Indicate that requested coverage is or will be bound or issued	x	
Bind coverage	x	
Receiving and recording information from an applicant or policyholder and preparing for an insurance producer's review and		

signature all binders, certificates, endorsements, identification cards or policies pursuant to instructions from the insurance producer		x
Receiving premiums at the recorded place of business where the payment is being made on a binder, endorsement or existing policy		x
Issue certificates of insurance, endorsements, binders, commitments, insurance policies or insurance identification cards	Dependent upon whether issuance is physical delivery only or the effectuation of the insurance policy	
Servicing of Existing Policyholders		
Receiving and recording an insured's request concerning any additions or deletions to an existing policy and preparing the appropriate endorsements or processing the appropriate changes.		x Person could give rate quote on the requested change only.
Informing the insured as to his or her coverage as Indicated in policy records		x
Receive telephone calls reporting additional or replacement items (vehicles, property, drivers) for policies currently in force		x
Opening mail, office filing and mailing billings		x

6. Other Project Ideas for Your Intern

- Hand-written notes to clients & prospects.
- Plan or support a community event or project.
- Social media posts and account maintenance.
- Help with data projects (cleaning or completing Salesforce, CRM or other databases).
- Website updates & content creation.
- Create a custom photo catalog – have the intern take photos of staff and key clients and catalog them for use in articles or marketing programs.
- Design marketing brochures and flyers – do a direct mail campaign.
- Run the front desk, answer phones, open mail, or catch up on filing.
- Create videos.
- Train employees on new technology.
- Create a customer satisfaction survey.
- Create a content marketing calendar.
- Create and schedule social media posts.
- Create a customer loyalty/referral program.
- Complete projects that have been on the back-burner.
- Make courtesy calls to clients after a claim to see if everything is OK. If not, forward them to an agent.
- Call clients to wish them a happy birthday on behalf of the agency.

7. Internship Options

The Eight Hour Internship

Time Investment: 8 hours

Pay: unpaid

Purpose: This one-day program is for students that have little or no insurance agency knowledge. It is designed to emphasize working in a small office with strong community ties.

Recommendations:

- 1 hour describing how the office operates and the job functions within the office.
- 1 hour describing the flow of work thru the office – prospecting, sales, follow-up, Application process, claims
- 2 + hours job shadowing – sales calls and other customer contact
- 1 hour lunch with the team
- 1.5 hours at a community event, service club or Chamber meeting
- 1 hour with CSR
- ½ hour for Q & A

Job Shadow

Time Investment: 40+ hours

Pay: unpaid

Purpose: This one-week program is designed to give students a more in-depth look at what it's like to work in an agency.

Recommendations:

- The intern should spend at least five hours per day following the agency owner and
- observing what he/she does.
- you can have the intern shadow your CSR on one of the days.
- an hour or two each day can have the intern doing other projects around the agency-
- See page section on "other projects"
- Consider have the intern spend time with insurance company if branch or home office is nearby. If not, ask market representatives to spend time to give overview of the industry from the carrier side.

Spring, Summer, or Fall Internships

Time Investment: 12 weeks at 15 hours per week (180 hours or 2 credit hours)

Pay: paid

Purpose: To expose the intern to all facets of agency operations.

You can combine any tasks listed to form the basis of an internship.
PIA of Indiana can help!

***These are just a few examples of internship options. You can tailor an internship to the needs of your agency and/or intern as needed. If your intern is seeking school credit, the school will have internship guidelines that will need to be followed.**

8. Compensation

Paid vs. Unpaid Internships

While the law doesn't always require that an intern be paid, practical considerations weigh heavily in favor of paying an intern.

- Most organizations pay their interns
- Not paying your intern puts you at a competitive disadvantage when recruiting top talent
- Offering a paid internship will give you a broader pool of applicants

Wages

Wages for interns vary greatly. A recent ZipRecruiter report (1/2023) showed the majority of Intern wages currently range between \$11.78 to \$17.55. The average Intern wage for the Indianapolis area is \$15.

Consider the following when establishing an hourly rate:

- Your agency's budget
- The grade level of the intern (high school, community college, college Junior or Senior or a graduate student)
- Is their course work relevant to your agency's work – are they open to a career in Insurance
- Scholarship money may also be available thru various business and trade associations

9. Quick Start Checklist

○ **Set Goals.**

- What do you want to achieve from the program?
- Do you need help with certain project?
- Are you looking for new talent because your growing?

Make sure that everyone in your agency are aware of the goals as well as the intern.

○ **Determine what tasks or projects the intern will be responsible for.**

- Talk with your staff about tasks that usually don't get done or projects that you haven't been able to start.
- Think about the number of hours the intern will work each week.
- Write this all down as a simple job description.

- **Is there a time of year when it would be better for you to host an intern?**
- **What style of internship would be most beneficial for the intern and your Company?**
 - Job Shadow, Spring, Summer, Fall, etc.
- **Determine the hourly salary you will offer.**
- **Create a Job Description.**
 - Responsibilities & Potential tasks/projects
 - Core skills required – Computer, social media, basic office, interpersonal skills
 - Clarify duration, hours, salary, type

- **Supervising the Intern.**

Make sure that everyone on your team knows who is supervising the intern. This person must be the point person that the intern knows who to go to with questions and be a good representative of the agency and industry. Even if the person is moved from different departments or even handed off to insurance company for additional exposure.

Supervisor not only has to “want to” work with interns, but also has the skill set to teach and work with interns, but also the patience.

- **Other Sources of Candidates:**
 - Professional Insurance Agents of Indiana
 - Employee Referrals
 - Faculty Referrals
 - Online Job Postings
 - Campus Organizations

10. Resources

- [Intern Today. Employee Tomorrow. The Indiana Employer's Guide to Internships.](#) (PDF Guide)
- [Work and Learn Indiana](#): Where work-based learning connections are made. It's free, it's easy, it's a win-win for Indiana learners and employers. (website)
- [Ivy Tech – Resources for Employers](#) (website)