



# INTERNSHIP PROGRAM

## PIA Internship Program

PIA has been at the forefront of the effort to address agency perpetuation and job growth in Ohio since developing the internship program in 2006. By taking the lead on this issue, which is a top concern for agents, PIA is working to directly address the needs of our members.

A goal of the program is to increase visibility of the industry among young people and introduce them to the wide variety of career opportunities in the industry. PIA's Internship Program pools agencies and carriers together so interns can work in both sides of the industry and learn all aspects of working in the independent agency system. Agencies and carriers also benefit while the industry is promoted as a valuable career choice among new professionals. The recent graduates who have completed PIA's Internship Program possess a level of training and experience that allow them to immediately begin working in the industry, and because of the exposure to the industry gained through the internship, they are actively seeking these jobs.

### The Program's Success

The success of the program has been astounding. Nearly one-third of the interns who have graduated are working in the industry. Several 2009 have begun to actively search for jobs in the industry - jobs they were exposed to through participation in the program.

The numbers speak for themselves...

- 37 students have completed the program.
- 12 former interns are working in the industry.
- 24 agencies and 11 companies have participated as program hosts.
- Committee members have recruited and selected interns from 12 colleges and universities around the state.

### The Program

PIA's Internship Program offers hands-on experience in both an insurance agency (sales and distribution) and an insurance company. A comprehensive schedule ensures that each intern learns many aspects of the business.

### The Insurance Agency Experience

Interns will:

- Learn what it takes to put together a comprehensive insurance program to insure major businesses
- Work with many kinds of clients – restaurant owners, doctors, truckers, manufacturers, contractors, the family next door, etc.
- Assist with site visits to give risk assessment analyses of commercial properties
- Learn the elements of commercial and personal lines insurance quotes and policies
- Work with agency producers (agents) to assist in calling, mass and target marketing, cross-selling products and client visits
- Gain a better understanding of the entrepreneurship involved in running a business

## **The Insurance Company Experience**

Interns will:

- Gain an understanding of the “big picture” of the industry
- Learn the difference between commercial lines insurance vs. personal lines insurance
- Master underwriting skills necessary to obtain profitability and additional income
- Learn how to market themselves and their business
- Gain ideas to retain business while continuing to obtain new clients

## **Program Requirements**

PIA interns work 40 hours a week and are required to work on projects and deliver a presentation during the internship program. Interns must participate in weekly blogs administered by PIA staff.

## **Learn the Business**

The experience is unique in its business specifications. Interns will spend time in many different departments, including:

- Sales
- Actuarial
- Claims
- Marketing/Communication
- Underwriting
- Finance/Investment
- Project Management
- Strategy and Organization Effectiveness