

A Successful Model of Recruiting at Colleges and High-Schools

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MAHU Vanguard Goals 2021-2022

Increase

Increase membership by engaging current industry professionals

Maximize

Maximize value for current members

Cultivate

Cultivate relationships with young people who are targeting the industry

Targeting
Young People
– Two fold

1. Meet them where they are

- In class
- Within student organizations

2. Invite them where we are

- Free student registration to Annual MAHU Benefits Conference

“Health Insurance with Intention” Initiative

Goals: Meet them **where they are**

- Increase number of *intentional* new industry professionals – ones that seek out our industry with purpose
- Raise awareness about the benefits of working in our industry
- Provide access to a DIVERSE (in gender, race, age and experience) set of industry professionals

Methods:

- In-Classroom Initiative
 - In-class had higher attendance but lower engagement with speakers
- Student group initiative
 - Groups/clubs had lower attendance but more interest/better conversation
 - *UTILIZE HIGHLY ENGAGE STUDENT REPS TO CO-HOST EVENTS*

Research and development opportunity

- Utilize student attendees to gather information highlighting areas of opportunity for MAHU – *finding out options for surveying students post event*

“Health Insurance with Intention” Initiative

Example agenda from our events:

- Basics of health insurance
 - Commercial group plans
 - ACA Basics
 - Medicare Basics
 - Risk Management considerations for plans offering multiple lines of business
 - Legislative update regarding healthcare and Medicare specifically
- Industry employment options
- Benefits of working in the industry (personal, professional, financial)
- Open questions

Example panel questions

- What kind of jobs, majors, and skill sets are needed in the health insurance industry?
- Do you feel that representing a cultural minority group within the industry has held you back or provided benefits in any way?
- What about the industry has made you stick with your job and not look to other industries?
- What percentage of your company is minorities? How diverse is the management in your company? Do you feel there could be more diversity in higher level positions?
- What type of professional development have you sought out throughout your career and how has it been valuable?
- How are your companies implementing strategies to provide diverse environments for those entering the industry?

Invite them
where *we* are

Goals: Provide insight into industry events and access to professionals and content

Methods:

- Provide free registration to statewide event
- Invited high-school, community college and university students using contacts made via fall events

Other ways MAHU has become involved

Sitting on college/university industry boards

Guest presenter for classes

- Professors record content and use repeatedly

Room for Improvement

After each event, students were offered the opportunity to take survey to assist in our efforts

- Questions
 - How did you hear about the panel event
 - What interested you in attending
 - What sparked your interest in the insurance industry
 - Do you have specific interest in the health insurance industry and if so, why
 - As a student potentially consider the health insurance industry as a line of work, what information or support are you lacking to help inform you
 - As a potential health industry professional, what types of support, networking, and development options would you look for as a new professional

Response rate was low, but important insights were collected

85% of students thought the content was helpful or very helpful

Half of students that had interest said they it was based on their desire to help others

- SOMETHING THAT BECAME VERY CLEAR WHEN TALKING TO YOUNG PEOPLE

Most students, after the panels, still did not have a particular interest in the health insurance industry

- Industry seems “boring”
- Lack of mentors
- Looking for more networking opportunities

Future Initiatives

In-person networking for young professionals & interested college students

Webinar-based content for both groups

- Exploring careers in health insurance – series
- Advancing your health insurance career:
 - Having important conversations with your leadership
 - Ensuring you are getting exposure to leadership even when working virtually
 - Networking inside and outside your organization