



GAMMA IOTA SIGMA

2019 STUDENT RECRUITING SURVEY

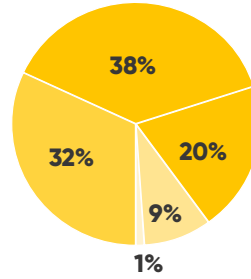
Perspectives and Priorities from the Rising Generation of Insurance Professionals Informing Best Practices and Maximizing Recruiting Efforts

Profile of Respondents

726 Students and Recent Grads Participated



76 Schools Represented
6 did not have a GIS Chapter as of July 2019

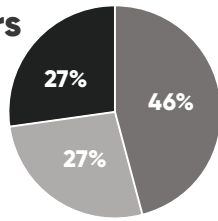


Class Standing

Of the 68% of respondents still in school, 85% were Juniors and Seniors, supporting the idea that many students do not choose a career in insurance or a risk management major until later in their academic career.

● Freshmen ● Sophomores ● Juniors ● Seniors ● Recent Grads

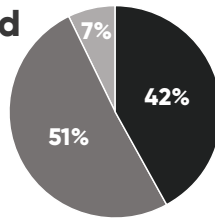
GIS Member Majors



● Risk Management/Insurance ● Actuarial Science ● Other

TIP: The research suggests a growing interest in non-traditional paths in the industry, reinforcing the notion that students will pursue areas they are exposed to.

Respondents' Intended Path



Mobility

■ Yes ■ No ■ Maybe

Willing to Relocate **70%** **23%**

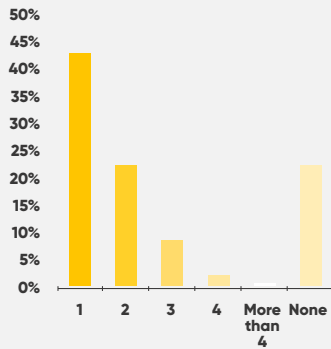
Are You Reolacting for Employment? **31%** **69%**

Attended College Outside of Home State **36%** **64%**



TIP: Job descriptions should clearly state available employment locations as well as any financial assistance available for relocation or opportunities to relocate after an initial term, if applicable.

Number of Internships

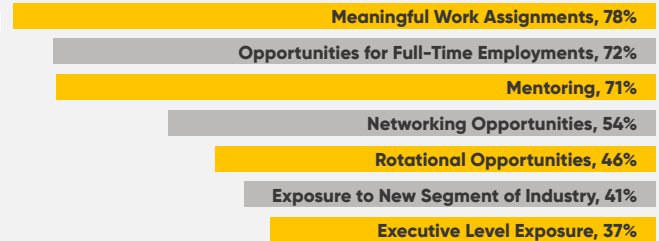


58%
Seniors and Recent Grads Report 1 or 0 Internships



TIP: While 77% of all respondents report 1 or more internships, data for seniors and graduates suggests a need for more internship availability.

Internship Influencers



TIP: Students view their internships as much as a test-drive for the employer as companies consider it a 10-week interview of a potential full-time hire.

Students are charting a course for their career, and both their professional development and post-graduation job prospects are key considerations. Mentoring and other networking opportunities strengthen students' wherewithal to consider employment at their internship employer post-graduation.

Exposure to new segments of the industry and different departments within the company allow for students to consider the company for post-graduation employment even if the work during their internship ends up not being the right fit.

Industry Exposure

59%

pursue internships and full-time employment in their originally intended function or industry segment

41%

report a change due to exposure through 1) internship experience, 2) faculty or on-campus speakers, and 3) GIS events and network.

52%

Students' ultimate career choice is influenced by their exposure to different industry segments through on-campus speakers, conferences, and internships.



TIP: Regardless of hiring needs, companies should consider getting onto campus to speak to students about different areas within the industry, especially as the need increases in non-traditional roles. Exposure to the full breadth of segments and functions is key.



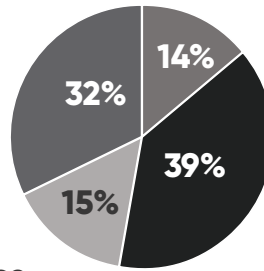
Importance of Campus Presence

75% rank career fairs in top 3 (47% rank as #1)

61% rank on-campus interviews in top 3 (13% as #1)

46% rank info sessions in top 3 (8% as #1)

Other notable on-campus engagement preferences are chapter/club and classroom visits.



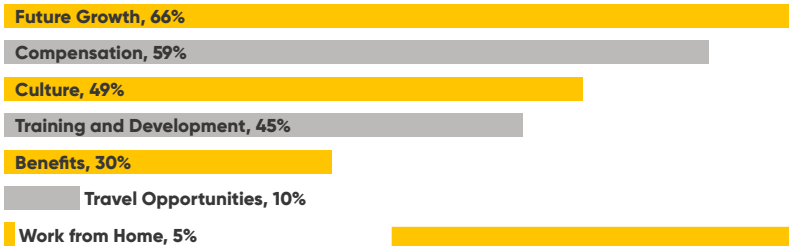
Job Source

- Accepted Full-Time Position at Company Interned
- Career Fair
- Job Board
- Alumni/Faculty Networking

Employer Exposure

Newer generations to the workforce have been characterized as having more dependence on social media and virtual platforms. As such, many employers have moved to a more virtual recruiting environment over the past decade. **While 61% of respondents indicated using an online career platform as one of the places they start their job search, only 15% credited these as the place where they ultimately found their internship or full-time position.**

Employment Offer Influencers



86% Students overwhelmingly rank LinkedIn as being the most effective social media platform to reach them. While all other social media was ranked in the mid-20%, it is important to note that Instagram has had a steady increase in the past 3 years, with 36% indicating effectiveness at reaching students.



Full-time employment is the ultimate goal of any student and several factors can influence a student's consideration of future employers. While considerable emphasis has been placed on newer generations "difference" towards work, the GIS survey has consistently found in the past three years that students put an equal emphasis on "traditional" influencers such as base salary as older generations. Few respondents said that the opportunity to work from home was influential in their decision on an employer.



Diversity and Inclusion

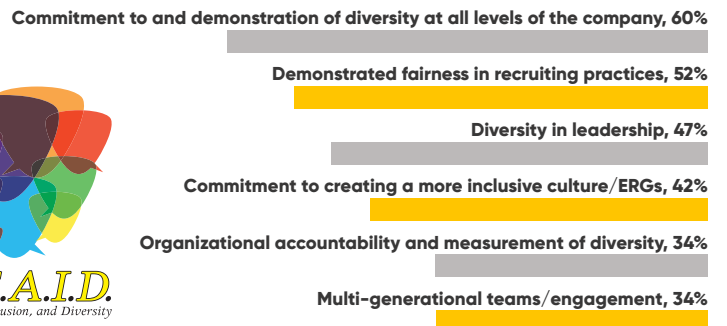
19 GIS Chapters Have a D&I Officer

- 👉 Diversifying Student Exposure to All Functional Areas within the Industry
- 👉 Campus Engagement Across Majors and Student Groups
- 👉 Hot Topic Deep-Dives from the Student Perspective
- 👉 Developing Student and Chapter Resources
- 👉 Year-Round Programming

TIP: These efforts have a tangible impact on student reach and engagement and on membership composition by major and background.



Importance of Prospective Employers' D&I Commitment



Strategy Considerations

- 💡 Develop relationships in and out of your backyard
- 💡 Be present for more than just the career fair
- 💡 Diversify speakers and combine functional efforts to maximize exposure
- 💡 Get Involved with Gamma's One Campus at a Time Program

