University Recruiting Going Beyond the Career Fair Julie Dietert Jim Ziolkowski



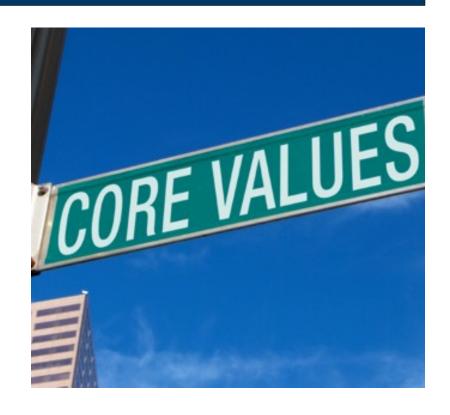
Strategic Direction

- Determine the goal for campus recruiting
 - Immediate need vs. long term sustainability
 - Full time positions vs. internships
- Internal Resources
 - Formalized curriculum
 - Available mentors and trainers
 - Past recruitment reference material
- Management commitment to strategy
- Budget



Values and Culture

- Define the profile of the candidate desired (majors, skills, behaviors, values)
- Identify universities that are aligned with the company's values, job opportunities, candidate behaviors and salaries
- If no alignment, move on to the next university



Choosing the Right University

- Identify where you want to spend time, resources and money
 - Geographic location, specific major (RMI/Actuarial/Business, etc.),
 Gamma Iota Sigma Chapter, language and skill needs, values & behaviors
- Develop relationships with university staff who are significant influencers and can assist with:
 - Telling your company's story
 - Referring students that are the best and the brightest
 - Helping move students from interview to hire
 - Developing a pipeline of pre-vetted students for the future



Campus Presence

- Be present and active
 - Career fairs, interview days, guest teaching opportunities, student association meetings, recognition dinners and celebrations
 - Alumni presence is always positive
- Identifying when and what to sponsor show me the money!
 - It's okay to start out small
 - Pizza/food for student meetings and activities
 - Marketing materials and branding opportunities
- Don't be afraid to go big for the right fit!
 - Endowed sponsorships and scholarships
- Student lottery you have to play to win



The Value of Internships

- Consider an internship to be a long interview. You can assess skills, behaviors, culture fit and interest for future full time career opportunities.
- Mutually beneficial to the company and the student. Value added on both sides!
- Internships are a great branding opportunity with the university and the student. Most universities strive to place their students in internships.
- Many students are attracted to the idea of working full time for the company they interned for.



Closing the Deal

- Engage for the long term
 - Build long term relationships
 - Leverage networking power use current connections to build new ones
- Don't be a one hit wonder
 - Be of value
 - Be a superstar
- Create a long-term pipeline of candidates
 - Identify students early in their college career and keep in touch
 - Use internships to build relationships with students and schools
 - Keep in touch with students who don't get hired
- Formalize a training program

Where are We Now?

- From 2014 to present, TXM has hired
 81 trainees.
- 65 are still employed and 50% of those have been promoted.
- **25%** of trainee hires can be attributed to university relationships.
- 40% of our current Underwriting staff are from the trainee program.
- Since 2015, TXM has hired 27 interns. 7 have been hired as full time employees.





Ivana Sitton – Underwriter II, hired in 2015

"I came to work at Texas Mutual without any exposure to insurance or risk management. The training program supported my growth and allowed me to quickly become operational. In three short months I was able to move to an underwriting desk and function adequately. In my four years in underwriting, my growth has continued because of the initial knowledge gained in the training program and the support from all the people who continue to help me expand my knowledge. It all started at a career fair. Who knew!"



Success

Stories



Courtney Palmer – Supervisor Underwriting, hired in 2014

"The trainee program gave me a jump start on my career and exposed me to the insurance industry and workers' compensation very quickly. It provided me a base that I could build upon. It also allowed me to develop relationships with a broad spectrum of individuals who continued to mentor and guide me on my journey. I would not have been able to attain my success as quickly without our training program."

Greg Melton – Senior Underwriter, hired in 2014

"During my last semester in graduate school, I went to the Texas Job Fair hosted at Rice University. When I was approached by recruiters for Texas Mutual, I was honestly more excited about being approached than about the specific position. While researching insurance underwriting and Texas Mutual, I realized the opportunity could yield boundless growth. Five years later, I'm a Senior Underwriter who was previously working on DVD distribution machines and in various positions. I can attest that our trainee program is a major catalyst for growth."

Q&A Thank you!

