



GAMMA IOTA SIGMA

2020 STUDENT RECRUITING SURVEY

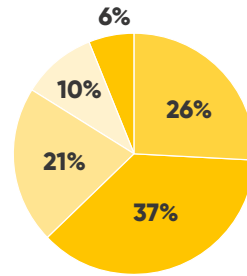
Perspectives and Priorities from the Rising Generation of Insurance Professionals Informing Best Practices and Maximizing Recruiting Efforts

Profile of Respondents

757 Students and Recent Grads Participated



107 Schools Represented
17 did not have a GIS Chapter as of November 2020

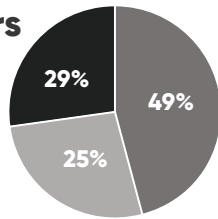


Class Standing

Of the respondents still in school, 67% 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

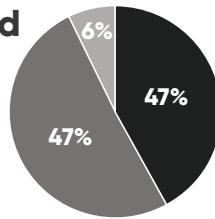
GIS Member Majors



● 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 to which they are exposed.

Respondents' Intended Path



Mobility

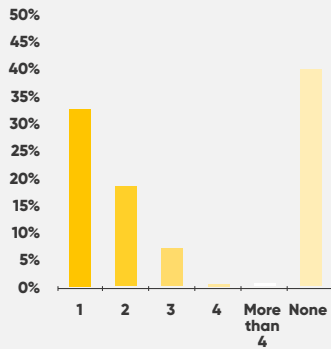
■ Yes ■ No ■ Maybe

Willing to Relocate	70%	24%
Are You Relocating for Employment?	23%	77%
Attended College Outside of Home State	32%	68%



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



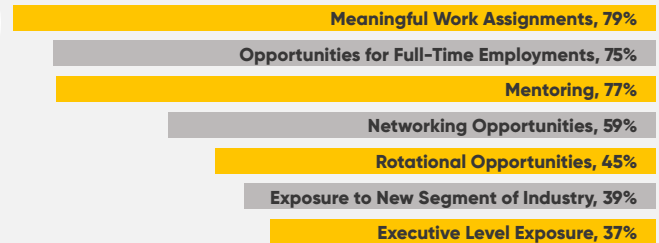
58%

Seniors and Recent Grads Report 1 or 0 Internships



TIP: While 73% of all respondents report 1 or 0 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

61%

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

58%

report being exposed to their industry segment through 1) internship experience, 2) faculty or on-campus speaker, and 3) GIS events and networks.

93%

of students prefer face to face engagement to connect with recruiters over virtual engagement.



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.



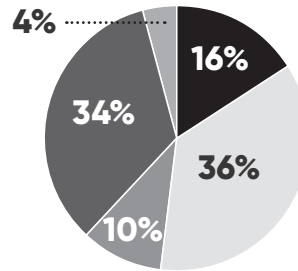
Importance of Campus Presence

81% rank career fairs in top 3 (50% rank as #1)

65% rank on-campus interviews in top 3 (16% as #1)

30% rank info sessions in top 3 (10% as #1)

Other notable on-campus engagement preferences are information sessions and chapter/club meetings.



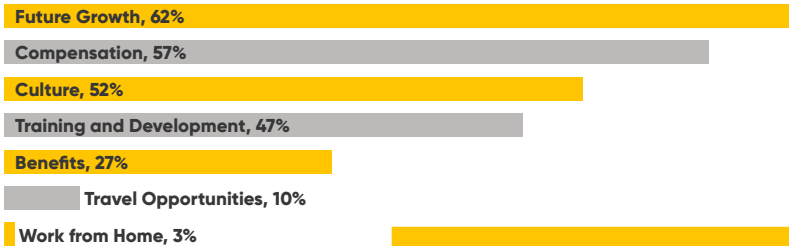
Job Source

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

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 63% of respondents indicated using an online career platform as one of the places they start their job search, only 10% credited these as the place where they ultimately found their internship or full-time position.**

Employment Offer Influencers



89% 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 four 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.

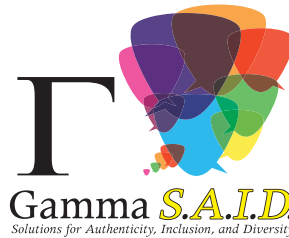


Diversity and Inclusion

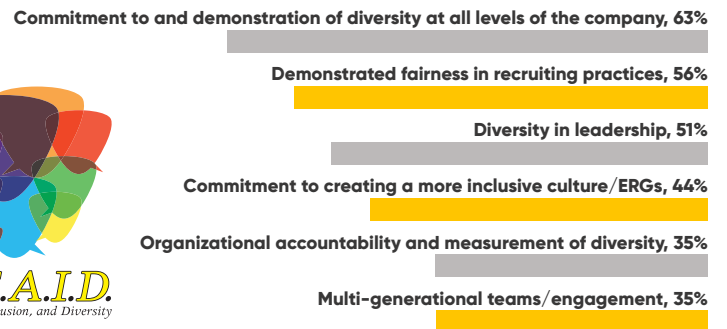
29 GIS Chapters Have a D&I Officer

- Diversifying Student Exposure to All Functional Areas within the Industry
- Campus Engagement Across Majors and Student Groups
- Collaborative Industry Partners Focused On Diversity and Inclusion
- Expanding On An Inclusive Membership Strategy Open to All Majors and Backgrounds
- Year-Round Programming

TIP: Through Gamma Iota Sigma's At Large membership option, students from over 60 non-GIS schools have been able to receive benefits of GIS membership.



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
- Participate in Gamma Iota Sigma year-round programming to maximize exposure and student access