

# **Virtual Tools for High Schools**

By Rhonda Wade, CPCU

## **Introduction**

The objective of designing a virtual “Diversity Tool Kit” is to create electronic resources that are easy to use and readily available as soon as an opportunity to attract diverse new talent arises.

The largest and youngest pool of diverse talent is conveniently located in every city, town, or village through our public school system where all are welcome regardless of gender, sexual orientation, socio-economic status, race, ethnicity, physical abilities, age, political beliefs, religious beliefs, or other ideologies. Great effort and expense are invested to create safe learning environments that welcome anyone who is willing to learn and to celebrate the many dimensions of individuals.

Therefore, the virtual tools in this particular kit are designed and created to attract high school students.

## **I. Diversity Tool Kit**

The following items should be included in the tool kit:

### **1) Letter to Guidance Counselors Template**

This template provides a description of the CPCU Society and the CPCU designation and introduces many other benefits of partnering with us that will attract new talent. The body of the letter would read as follows:

“May I take this opportunity to introduce myself as a member of the (enter your chapter here) of the CPCU Society; an organization of over 25,000 professionals in the property and casualty insurance industry. Our members have

earned the CPCU designation, which is similar to the CPA designation in the accounting field.

Enclosed are copies of the booklets, “There is a Career for You in Insurance” and “Opportunity Rocks . . . Check Out Your Choices in Property and Casualty Insurance” designed to give students practical information about the wide range of career opportunities that are available in our industry. If you would like additional copies, please feel free to contact me.

Our chapter is also accepting applications for a (enter \$ amount) scholarship. A copy of the application is enclosed. If you would like an electronic version to post on your school web site, please let me know. This application is also posted on our web site at ([www.yourchapter.com](http://www.yourchapter.com)) and is due April 1, 2012.

If you are interested in having a member of the CPCU Society visit your school to make a Career Day presentation, we have a professional PowerPoint presentation and handouts available to display at a booth upon receipt of a date, time, location and other pertinent details.

To assist with the cultivation of interest and the connection between students and our industry, we are also interested in discussing the opportunity to be a part of an internship program. We will try to connect interested students with companies or agencies to help them research many fields of interest.

Alliances have been formed with several post secondary schools to offer degree programs that apply credits earned by taking CPCU and other Institute courses. A current list of these partnerships is enclosed.

May I also take this opportunity to introduce Gamma IOTA Sigma, a professional fraternity organized to: promote, encourage and sustain student interest in insurance, risk management and actuarial science as professions; encourage high moral and scholarship attainments; and facilitate the interaction and cooperation of educational institutions, industry and professional organizations by fostering research, scholarship, and improved public relations? Their brochure listing the location of their chapters at 53 college campuses throughout the United States and Canada is enclosed.

I trust the above and enclosed are of interest to you, your students and their parents and we look forward to working with you.”<sup>i</sup>

## **2) Scholarship Application Template<sup>ii</sup>**

This template should be part of the tool kit because it draws upon the financial need of the high school student while introducing the benefits of insurance, career opportunities in the insurance industry, the CPCU designation, and the CPCU Society.

The first page of the application couples as a great script for the person who presents the scholarship to the high school student during an awards ceremony at the high school in front of the student’s peers, parents, school administration and faculty. It can also be printed in a graduation and awards program.

The second page of the application would be used to collect information about the student, encourage the student to watch “The CPCU Experience Video” and to interact with professionals in the insurance industry by writing an essay based on an experience with an agent or company. A sample scholarship application follows:



**CPCU SOCIETY** *Insuring Your Success!*

Syracuse  
Chapter

The CPCU Society's (enter your chapter here) is pleased to accept scholarship applications for:

ONE SCHOLARSHIP OF \$1,000

**The Insurance Industry**

Goal: Noble purpose to make people whole after an unexpected loss

Necessary: required to register a car or take out a mortgage

Safe: the insurance industry is regulated and consumer interests are protected.

**Careers in the insurance Industry**

Career options ranging from trainee to management levels in the medical, legal, computer, architectural, actuarial, administrative, marketing, engineering, and financial fields provide opportunities without limits.

**The CPCU Designation**

Built on a foundation of broad technical knowledge, high ethical standards, and demonstrated industry experience, the Chartered Property Casualty Underwriter designation program prepares an individual to meet the changes and challenges of a demanding risk management and insurance marketplace with confidence and professionalism.

Passing the required CPCU exams and meeting the ethics, experience, and matriculation requirements earn the Chartered Property Casualty Underwriter designation.

Courses can be used to earn college credit towards degrees in specific colleges.

**The CPCU Society**

The Chartered Property Casualty Underwriters (CPCU) Society is a community of credentialed property and casualty insurance professionals who promote excellence through ethical behavior and continuing education.

The (enter your chapter here) was founded in YYYY and has ### members from (your city) and the surrounding areas of (your region).

### **Scholarship Application**

Please complete the application, attach your essay (see below) and return everything to [cpcusolarship.yourchapter@yahoo.com](mailto:cpcusolarship.yourchapter@yahoo.com) by April 1, 2011.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Numbers: \_\_\_\_\_

Email Address: \_\_\_\_\_

High School: \_\_\_\_\_

(Verification of enrollment will be required by the CPCU Society before actual scholarship monies are paid)

Watch this video and name the benefits of becoming a Chartered Property Casualty Underwriter: <http://www.youtube.com/watch?v=e0PovAd5RS4>

1. P \_\_\_\_\_ K \_\_\_\_\_
2. S \_\_\_\_\_ C \_\_\_\_\_
3. P \_\_\_\_\_ and E \_\_\_\_\_
4. N \_\_\_\_\_
5. I \_\_\_\_\_ C \_\_\_\_\_ H \_\_\_\_\_
6. C \_\_\_\_\_ E \_\_\_\_\_
7. R \_\_\_\_\_
8. C \_\_\_\_\_
9. P \_\_\_\_\_ and C \_\_\_\_\_

Essay: Choose ONE of the following and attach an essay of 500 words or less.

1. You have just been involved in a car accident. You may choose the details of the accident. Describe the accident to an insurance company or agent of your choice. Please make sure that they realize that the accident is fictitious and is for the purpose of an essay. Describe your experience with the agent or company. Did they ask if you were okay? Did they make you aware of any forms necessary for the Department of Motor Vehicles? Explain the procedure necessary for submitting a claim and receiving reimbursement for your expenses.
2. You just bought a new car or home. Call around or use the internet to obtain quotes. What information did you need to provide to get your quotes? What coverage was mandatory? Describe the optional coverages available. Who would you buy insurance from and why?

### **3) Microsoft PowerPoint Presentation Template<sup>iii</sup>**

This template should be included in the tool kit so that it is readily available when we are taken up on our offer to man a booth at a career day or to speak to a class of business students.

The presentation introduces The Institutes and their foundation highlighting the professional quality of the designation, the integrity associated with the code of ethics, and the fact that it incorporates a college level curriculum that can earn college credit; something that every high school student can relate to.

It is also designed to attract students that are interested in earning more money than their peers and working towards promotions and leadership roles in companies.

Many slides are needed to describe the number of courses, the matriculation requirement, ethics requirement, and experience requirement which emphasize the quality of the program and the dedication of the individuals who have worked towards the designation. The last slide of the presentation lists the locations and dates of upcoming conferment ceremonies to further emphasize the quality and size of the CPCU Society and to attract young new talent to our industry, the designation and our chapters.

The following images are taken from a presentation that was modified to suit the audience of high school students. The original presentation was created by Rick Perryman, MBA.



The American Institute for CPCU • Insurance Institute of America

**"We're not Just Your Forefather's Institutes"**



## 1942 - In Concert with the Wharton School



**Doctor Harry J. Loman pioneered a professional designation for the insurance industry, incorporating college level curriculum and a code of ethical conduct resulting in the Chartered Property Casualty Underwriter designation. The Insurance Institute of America was involved in the formation and merged its operation with the American Institute for CPCU, later that year.**



## Corporate Headquarters



- **Specializing in P&C insurance content at various levels**
- **Not for profit**
- **Board consists of Presidents and CEO's of some of the largest insurance companies and brokers in the country**
- **Strong financial position**
- **Pristine reputation in the industry**



## College Partnerships

- ▶ **ACE credits for completing AICPCU/IIA programs**
  - Boston University - M.S. degree in Insurance Management
  - Capella University - B.S., M.S., M.B.A.
  - Walden University - B.S., MBA, PhD.
  - Excelsior College – A.A. or B.S. with a Concentration in Risk Management and Insurance
  - Franklin University – M.B.A.
  - Salve Regina University – M. S. or M.B.A.
  - Drexel University – B.S., M.S., or M.B.A.
- ▶ **The new Insurance Industry Educational Consortium guarantees credit toward degrees from these schools:**
  - New England College of Finance
  - New York University, School of Professional and Continuing Studies
  - University of California, Berkeley
  - University of Maryland, College Park





## How about this?

More than 1,100 CPCU designees serve as president or chief executive officer of an insurance company or agency

Source: Membership Profile compiled by the CPCU Society - 2008



AICPCU Succeeding  
together.  
EDUCATION • RESEARCH • ETHICS

## Proven Value - 2008 Survey of CPCU Society Members

- ▶ CPCU's as a group earn 29% more than their peers (same function-same time in industry)
- ▶ 85% said the designation fast tracked their career
- ▶ 74% said the designation helped them gain promotions within 2 years

AICPCU Succeeding  
together.  
EDUCATION • RESEARCH • ETHICS

## **CPCU Program – Required Elements:**

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- ▶ Four Foundation courses
- ▶ One Elective course
- ▶ Three courses in either the Commercial Lines or Personal Lines Concentration
- ▶ Ethics and the CPCU Code of Professional Conduct exam
- ▶ Ethics and experience requirements



## **CPCU Program – Foundation Courses:**

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- ▶ **CPCU 500 Foundations of Risk Management and Insurance**
- ▶ **CPCU 520 Insurance Operations**
- ▶ **CPCU 530 Business Law for Insurance Professionals**
- ▶ **CPCU 540 Business and Financial Analysis for Risk Management & Insurance Professionals**



## **CPCU Program – Electives, choose one:**

- ▶ AAI 83 – Agency Operations and Sales Management
- ▶ AIC 34 – Workers Compensation and Managing Bodily Injury Claims
- ▶ AIC 35 – Property Loss Adjusting
- ▶ AIC 36 – Liability Claim Practices
- ▶ ARE 144 – Reinsurance Principles and Practices
- ▶ ARM 56 – Risk Financing
- ▶ AU 65 – Commercial Underwriting: Principles and Property
- ▶ AU 66 – Commercial Underwriting: Liability and Advanced Techniques
- ▶ CPCU 560 – Financial Services Institutions
- ▶ ERM 57 – Enterprise-Wide Risk Management: Developing and Implementing



## **CPCU Program – Concentration Area, choose one:**

### Commercial Concentration:

- ▶ CPCU 551 Commercial Property Risk Management and Insurance
- ▶ CPCU 552 Commercial Liability Risk Management and Insurance
- ▶ CPCU 553 Survey of Personal Risk Management, Insurance, and Financial Planning

### Personal Concentration:

- ▶ CPCU 555 Personal Risk Management and Property-Casualty Insurance
- ▶ CPCU 556 Personal Financial Planning
- ▶ CPCU 557 Survey of Commercial Risk Management and Insurance



## CPCU Program: Matriculation Requirement

You must matriculate (register as a candidate) with The Institutes by paying the matriculation fee and completing the online matriculation form. You will receive a link to the matriculation form when you register for your first CPCU exam. We recommend that you matriculate as early as possible in your CPCU Experience. When you matriculate you must also agree to abide by the [CPCU Code of Professional Conduct](#).



## CPCU Program: Ethics Requirement

Pass the essay exam for CPCU 510—Foundations of Risk Management, Insurance, and Professionalism by March 15, 2011.

or

Pass the 50-question exam in the free [Ethics and the CPCU Code of Professional Conduct online module](#) (Ethics 312). We recommend taking and passing the Ethics and the CPCU Code of Professional Development exam early in your CPCU Experience, as this provides a valuable ethical framework for the rest of your CPCU studies. You have a 90-day access to Ethics and the CPCU Code of Professional Conduct when you register.



## **CPCU Program: Experience Requirement**

You must submit a resume showing that you were engaged in acceptable insurance activities for any 24 months (minimum of 17½ hours per week) during the five-year period immediately preceding the conferment of the CPCU designation. See the online matriculation form for specific requirements. If you meet all requirements except the experience requirement, the designation will be conferred when you meet it.



## **AICPCU's National Conferment Ceremony**

- 2011 Las Vegas, Nevada Oct. 22-25
- 2012 Washington, D.C. Sept. 8-11
- 2013 New Orleans, Louisiana Oct. 26-29



The best way that an individual, group or an organization can access the tool kit to take advantage of the resources is by downloading them directly from the internet. Each file should be posted on the “Diversity Resources” page and on the “Member Resource Center” page of the CPCU Society website.

To measure the tool kit’s effectiveness, we could request high school success stories from members with an incentive to reply. We could also offer to match a chapter scholarship with a national scholarship and ask for copies of scholarship applications that the chapters receive.

## **II. Diversity Committee:**

The objectives for each of the following means of publicizing the tool kit should be to make each member aware of its availability and to explain the purpose and use for each tool in the kit.

### **1) Your CPCU Society Monthly e-LINK**

An announcement should appear in the August, September, and October editions of the e-LINK email that is sent to all CPCU Society Members. The announcement should include a link directly to the [virtual “Diversity Tool Kit”](#) where each resource would be readily available for download to the member’s computer.

### **2) Membership Renewal Application Insert**

An introduction to the tool kit should be announced in each member’s renewal application since they are mailed on or around the same time that the form letters should start going out to the guidance counselors. The insert can be three and a half inches high by eight inches wide, produced in full color for maximum impact, and read: “Attract

New Talent with Virtual Tools for High Schools. Go to

<http://www.cpcusociety.org/page/diversity/VirtualToolKit> for complete details.”

### **3) Flash Drives**

Flash drives with these three new templates pre-loaded should be distributed at the Annual Leadership Summit and the Annual Meetings and Seminars. The objective of using a flash drive is making the templates readily available for use. It will encourage implementation with the least amount of effort. Imprinting the flash drives with “Virtual Tools for High Schools – Virtual Diversity Tool Kit” would also promote the program before the files are even loaded onto a computer.

### **III. Diversity Training**

Due to the simplicity of design, leadership would need very little training. A letter should be sent by mail to leaders with an instruction sheet and a flash drive. The instruction sheet would describe each resource on the flash drive along with when and how to use each template. The web site address for the Project Invest Schools and Gamma Iota Sigma along with tips about how to find and communicate with the public high schools in each chapter’s area should also be included.

### **Conclusion**

With accessibility and ease of use in mind, this virtual tool kit was designed to reach the rich and diverse young talent that resides in every neighborhood and attends our public high schools.

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<sup>i</sup> A letter similar to this was co-authored with Patricia M Coleman, CPCU MBA, and mailed to high schools in the Fall of 2010

<sup>ii</sup> Please note that the words in the sample scholarship application that appears on page four and five are not intended to be used towards the word count listed in the rules for this essay

<sup>iii</sup> Please note that the words in the sample PowerPoint presentation that appears on pages 7-13 are not intended to be used towards the word count listed in the rules for this essay.