

Introduction to Careers in Insurance (ICI) Pilot Project: A Workforce Development Collaboration

MEMORANDUM OF UNDERSTANDING

Purpose

The Introduction to Careers in Insurance (ICI) Pilot Project is a workforce development collaborative between the Detroit Workforce Development Department (DWDD), the National African American Insurance Association (NAAIA), and Project InVEST (InVEST). The goal of this collaborative is to provide an effective model that increases preparedness and employment opportunities for city of Detroit youth interested in a career within the insurance industry.

To meet this goal, the ICI Pilot Project will introduce youth ages 17 – 21 to the skills required for success within the insurance industry, and to spark interest in advanced career opportunities within the field. Youth participants will be exposed to the multi-faceted career tracks that comprise the industry, and upon successful completion of the introductory course, will develop a knowledge base and acquire the skills that qualify them for employment as customer service representatives and other entry-level positions within local agencies.

Partner Responsibilities

The *DWDD* will provide to the Project the use of facilities for training, the screening and selection of youth participants, and the tracking of project outcomes.

The *NAAIA* will provide the training instructors, industry expertise, and contacts for employment opportunities.

InVEST will provide their textbook instructional curriculum for training insurance agents, and basic instructional materials and supplies for the introductory coursework.

Project Design

Program participants will be provided approximately 60 hours (10 hours per week for 6 weeks) of training over a month and a half that will combine classroom instruction with hands-on activities and field trips. The components are designed to provide a realistic experience, allowing youth the opportunity to make an informed decision about the possibility of a career within the field of insurance sales/processing.

Classroom training will be provided at a centralized location (to be determined by the DWDD) 3 to 4 days per week. All off-site activities will require advanced notification and written permission from a parent or guardian. Documentation on participant progress will be maintained by DWDD contractor staff.

Participants

Twenty (20) city of Detroit youth ages 17 – 21 will participate in the first project demonstration. Enrollment requirements will be consistent with WIA eligibility as participants will be recruited from DWDD's current Year Round Youth Program population. There will be a selection process based on assessment of possessing the basic skills necessary to comprehend the instructional material, along with an assessment of the candidates' ability to benefit from the program overall.

Outcomes

As a result of participation in the ICI Pilot Project, youth will be qualified to obtain positions as customer service representatives and other entry-level positions with insurance agencies as well as being better prepared for success in the college level course for industry career advancement. The following performance benchmarks will be met or exceeded as a result of the project:

- 95% (19) of those enrolled will complete training and will earn a Certificate of Completion
- 90% (17) of training completers will complete a summer work experience in the insurance industry
- 70% (12) of those completing a summer work experience will be placed in permanent unsubsidized employment as customer service representatives
- 50% (6) of those placed in permanent employment will enroll into training for career advancement in the insurance industry

Placement opportunities will be made available with partner insurance agencies affiliated with the NAAIA.