



Independent Insurance Agents  
& Brokers of America, Inc.

## The new and improved Big “I” Virtual University *Just the Facts*

### How do you get there on the web?

[www.independentagent.com/VU](http://www.independentagent.com/VU)

[www.iiaba.net/VU](http://www.iiaba.net/VU)

[www.bigivu.com](http://www.bigivu.com)

through your state site

### We listened.

Many of the enhancements based on state association and user feedback. What do we know about our users? How could make using the VU a better experience?

### What is new and improved?

The user navigation is streamlined. Article menus cross reference related articles and information. The search feature allows easier access to articles from key terms tagged with articles. Abstracts are provided for each article. Information is tagged and accessible across other web areas (IA magazine, Big “I” web, VU.) Old information discarded, new articles added. Important and high usage areas are front and center.

### Our members love the Ask an Expert service!

About 300 questions answered in the first month of the new VU and over 30,000 since the original VU launch 13 years ago. These questions are answered by a volunteer faculty of over 50 experts on various related areas of expertise. Bios, photos and contact information are available to showcase and thank this expert talent.

### The VU “elevator speech”:

Visit the Big “I” Virtual University for access to hundreds of articles on insurance coverage and agency management issues, links to selected ISO forms, free consumer articles for your customers, featured resource areas on hot issues like Certificates of Insurance and “where you reside” HO issue, disaster information, Best Practices, the Ask an Expert service and more. It’s only available to Big “I” members and paid subscribers!

### What does Google Analytics say about the VU?

For the week of Dec. 3, 2012 – very close to after the launch of the new web – FOUR of the TEN highest viewed web pages were VU related. What’s being searched for? Checklists, certificates of insurance, waivers of subrogation... Fast forward a month later and the numbers read the same. The VU is highly rated and being used – but there should be more.

### What can you do to help?

Please spread the word of this new and improved resource. Every Big “I” member should know their login and password and use the VU services. For more information, email [virtualuniversity@iiaba.net](mailto:virtualuniversity@iiaba.net).



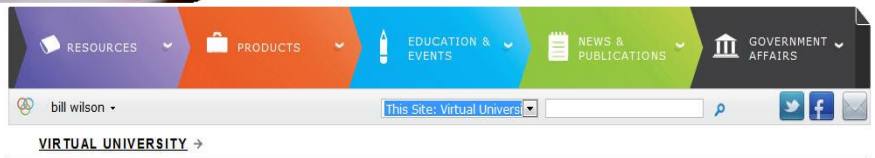


# The new and improved Big "I" Virtual University

## How Does it Look?

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### Welcome to the VU



Virtual University

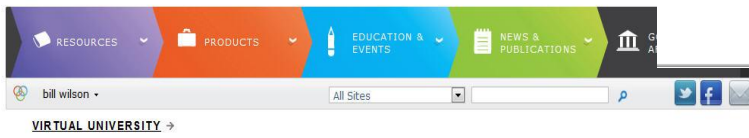


- + ASK AN EXPERT
- + VU FACULTY BIOS
- + AGENCY MANAGEMENT
- + INSURANCE
- + FEATURED RESOURCES
- + VUPOINT NEWSLETTER
- + VU SUBSCRIPTIONS



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What's in the VU?

Members and subscribers have access to insurance, business and technology articles, many full sample ISO forms,

Ask an Expert



- ASK AN EXPERT
  - Ask a Question
  - Expert Questions
  - Manage Questions
- + VU FACULTY BIOS
- + AGENCY MANAGEMENT
- + INSURANCE
- + FEATURED RESOURCES
- + VUPOINT NEWSLETTER
- + VU SUBSCRIPTIONS

Ask an Expert is a Big "I" Members Only resource.

Members using the Big "I" University sometimes need answers to questions that they can't find in the Research Library, Classrooms or Student Lounge. In such instances, we

**YOU MUST SIGN IN to Access Ask an Expert**

### Agency Management area, subpages and abstracts

### Ask An Expert



- + ASK AN EXPERT
- + VU FACULTY BIOS
- + AGENCY MANAGEMENT
- INSURANCE
  - Commercial Lines
  - Auto
  - Business-Income
  - CGI
  - Crime
  - Flood
  - Miscellaneous
  - Professional-Liability
  - Property
  - Workers Compensation
- + Life-And-Health
- + Personal Lines
- + FEATURED RESOURCES
- + VUPOINT NEWSLETTER
- + VU SUBSCRIPTIONS

Insurance



We currently have an extensive number of articles that include coverage analyses. Many of our articles are based upon real-life questions received by our Ask an Expert service. This service ensures that our information is current and topical. When we become aware of major coverage gaps, we're quick to present our analysis, usually via the free VUpoint newsletter. If we see trends like a particular question being raised repeatedly, we know it's ripe for presentation as an article. For major issues such as certificates of insurance, we may develop a white paper.

#### Commercial Lines

Click above to access information. This section of the VU research library includes articles and white papers that address coverage and claims issues, many originating from our "Ask an Expert" service, involving business auto and garage exposures, business income issues, CGL exclusions, the need for D&O coverage, property valuation and coverages, and workers compensation problems.

#### Life-And-Health

Click above to access information. This area of the VU research library is in its infancy. Included are basic L&H articles to improve the understanding of P&C producers and other agency staff members.

#### Personal Lines

Click above to access information. While issues like in-home businesses and recreational vehicles are addressed in this section of the VU research library, the focus is on mainstream coverage and claim Q&A involving homeowners and personal auto lines of insurance. Important issues ranging from diminished value claims to valuing homes are discussed in articles and included are white papers such as one on a potentially catastrophic HO "exclusion."