

Outstanding Young Agents Committee Awards Application

APPLICATION DETAILS & DEADLINES

- All activities should have been conducted between May 1, 2024 and April 30, 2025.
- The application is a fillable PDF. A state will only be considered for the categories that are completed. You can apply for as many or as few as you like.
- As part of the revamped application, the National YAC is asking for **bullet point descriptions** with each line being **no more than 100 characters (spaces count)**. **If a submission does not follow the bullet point/character limit, it is ineligible for an award.**
- Please include links to supporting information (if applicable). This includes websites, brochures, photos, etc.
- Email your completed application with the subject line **[Your State] - YAC Awards Submission to youngagents@iiaba.net**. You will receive a confirmation email within 24 hours of your submission.
- Deadline for submissions is **June 13, 2025**.

EVALUATION PROCESS

- Judges are members of the Big “I” National Staff and Big “I” committees.
- Each judge is responsible for reviewing all entries received in one award category.
- Platinum level Young Agents sponsors are invited to judge the Outstanding YAC of the Year award.
- The Outstanding YAC of the Year recipient is ineligible to win any other awards.
- Excluding the Outstanding YAC of the Year winner, a state may win more than one category award.
- The National YAC may present more than one award per category based on the judging criteria.

FINALISTS & AWARD PRESENTATION

- Prior to YALI, any state that submitted an application will be notified if they are a finalist for an award category. This notification will be sent out by the end of July. This change was implemented by the National YAC in 2024. It provides multiple states the opportunity to share their award-winning strategies during the State Idea Share at YALI.
- If your state is selected as a finalist for an award category, you will receive one (1) complimentary registration for a Young Agent attendee to go to YALI.
- **As a finalist, your state is required to attend the State Idea Share and present to the group. Failure to attend and present at the State Idea Share as a finalist will disqualify you from winning an award.**
- Award winners will be announced during the annual Big “I” Young Agents Leadership Institute (YALI) in September in Nashville, Tennessee.

By submitting this application, you acknowledge that you have read and understand the requirements and agree to fulfill all necessary commitments associated with the process.

QUESTIONS?

Please reach out to your [National YAC representative](#) or to [Jamie Behymer](#), Director of Diversity, Inclusion & Young Agents.

CONTACT INFORMATION & CATEGORY SELECTION

- **Your State:** _____
- Full Name of Your State’s Young Agents Program (how you would want it to appear as written):

- **YAC Chair:** _____
- Email: _____

- **Incoming YAC Chair (if known):** _____
- Email: _____

- **State Association Staff Liaison:** _____
- Email: _____

- **State Executive Director/CEO:** _____
- Email: _____

- **State National Director/Board Member:** _____
- Email: _____

AWARD CATEGORIES

Please check the box beside each category for which your state is applying

- Community Service
- Membership Development
- Political Involvement
- Workforce Development (formerly Invest Supporter)
- Young Agents Meeting
- Outstanding YAC of the Year*

On each of the following pages, there is corresponding example(s) of accomplishment statement(s) based on activities led by the National YAC. At the end of each line is the character count in parentheses. For example (85). Please use this as a guide as you complete your submission.

** The Outstanding YAC of the Year recipient is ineligible to win any other awards.*

At the discretion of the National YAC, Breakthrough YAC of the Year and Innovator of the Year awards may be presented. They will continue to recognize state committees who are developing new ideas and methods for building and strengthening their Young Agents channels through these awards.

COMMUNITY SERVICE

Determining Need

- Met with members of the community to determine need
- Created a taskforce of committee members and others to manage community service efforts
- Developed the scope of the project and publicized goals
- Determined the desired outcome (eg: number of attendees, amount to be raised)
- Developed and documented a strategy to manage the project from planning to wrap-up

Engagement

- Invited Young Agents to participate in the project
- Invited carriers to participate in the project
- Invited state association staff and leadership to participate in the project
- Created/launched a community awareness campaign about the project
- Garnered state leadership, association member, and association staff support for the project
- Partnered with other organizations to help achieve goals of the project

Success Factors & Future Planning

- Achieved or exceeded attendance and/or fundraising goals
- Created an awareness of Trusted Choice independent agents in the community
- Determined a continuing need for the project and plan to continue our efforts
- Achieved goals with the project and will pursue a new community service project next year
- Created a long-lasting relationship/partnership with our Young Agents and the recipient organization

Accomplishment Statements

In lieu of an essay, use the space below to provide details about why you believe you deserve this award by using **bullet points**. Share measurable metrics and information on your activities. Highlight challenges and successes. Include any information you think is relevant to the execution of activities for this award.

Example: Worked with members of the Big “I” Executive Committee to select a charity for the annual GIVE (95) Movement and picked the Wounded Warriors Project, an organization supporting veterans. (86)

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WORKFORCE DEVELOPMENT (FORMERLY INVEST SUPPORTER)

Classroom Involvement

- Helped launch a new Invest program at an area school
- Worked with our state Invest staff liaison to support existing programs
- Participated in at least one high school or college career day
- Had at least five volunteers/guest speakers visit school classrooms
- Used an insurance-based presentation in the classroom
- Collaborate with Gamma Iota Sigma

Student Exposure to the Industry

- Hosted at least one job shadow events or field trip to an independent agency
- Hosted at least one job shadow event or field trip to a carrier office
- Hosted at least one job shadow event or field trip to state association headquarters office
- Hosted Invest students at a YAC conference or other educational event
- Assisted high school or college students in securing an internship in the industry
- Participated in Invest, DECA or Gamma Iota Sigma activities

Fundraising & Scholarship Awareness

- Educated students about Invest scholarship opportunities
- Promoted Invest and/or insurance careers with ads and articles in Young Agents publications
- Promoted Invest and/or insurance careers with ads or articles in state association and/or other industry publications
- Hosted a fundraiser for Invest scholarships

Accomplishment Statements

In lieu of an essay, use the space below to provide details about why you believe you deserve this award by using **bullet points**. Share measurable metrics and information on your activities. Highlight challenges and successes. Include any information you think is relevant to the execution of activities for this award.

Example: Ashley Engl, a member of the National YAC, was a guest on the Agency Nation Radio (81) in a conversation about attracting young talent to the insurance industry. (74)

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MEMBERSHIP DEVELOPMENT

Recruitment

- State staff, volunteers, and/or carrier partners visited at least one agency to recruit Young Agents
- Used testimonials from Young Agents supporting involvement in association activities
- Utilized online videos and/or social media to help in the recruitment process
- Conducted a joint event with another organization (local Big 'I' association, college, etc.)
- Used the association website to promote young agent activities/involvement
- Promoted Young Agent involvement to newly licensed agents
- Promoted Young Agent activities to new agency members of the association
- Created targeted messaging for agency principals about the value of Young Agent activities

Engagement

- Held a new member welcome event
- Sent a new member welcome email/snail mail packet
- Had committee members/state YAC liaison make phone calls welcoming Young Agents
- Had committee members/state YAC liaison make phone calls inviting new Young Agents to events
- Hosted recurring calls/webinars/virtual education to keep Young Agents in the loop on activities
- Recognized new Young Agents via a listing on state website, in article, at an event, etc.
- Invited new members to participate in Big 'I' National Events (eg: Young Agents Resource Roundtables, Legislative Conference, Young Agents Leadership Institute)

Retention

- Featured Young Agent profiles in a state or industry magazine
- Presented a Young Agent of the Year award
- Had a Young Agent booth or hosted an event in conjunction with a state association event
- Offered a mentorship program to new Young Agents
- Asked new Young Agents to volunteer in committee and/or association activities

Accomplishment Statements

In lieu of an essay, use the space below to provide details about why you believe you deserve this award by using **bullet points**. Share measurable metrics and information on your activities. Highlight challenges and successes. Include any information you think is relevant to the execution of activities for this award.

Example: We launched the Young Agents Tactical series, a seven-part podcast and video series, to help (92) Young Agents navigate the hard market. There have been 4,000+ listens, downloads, and impressions! (98)

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POLITICAL INVOLVEMENT

Statewide

- Introduced/increased Young Agent participation at state legislative day
- Hosted a Young Agent specific event at state legislative day
- Participated in state lobbying efforts
- Initiated/increased Young Agents involvement in local and/or regional legislative efforts
- Had Young Agents represented on state government affairs committee
- Conducted a political awareness seminar/webinar specifically for Young Agents
- Sent political communications or action alerts to Young Agents
- Tracked at least one bill and garnered Young Agents involvement

Nationally

- Sent first time Young Agent attendees to the Big 'I' Legislative Conference
- Sent Young Agent(s) to the Big 'I' Legislative Conference who were NOT first-time attendee(s)

InsurPac

- Met or exceeded our state's Young Agents InsurPac fundraising goal
- Increased the number of new InsurPac donors in your state
- Maintained or increased recurring InsurPac donors
- Recognized InsurPac donors at state conference
- Had a Young Agent InsurPac chair in place
- Hosted an InsurPac fundraising event/activity
- Created an InsurPac fundraising communication piece
- Conducted a first-timers lobbying seminar/briefing

Accomplishment Statements

In lieu of an essay, use the space below to provide details about why you believe you deserve this award by using **bullet points**. Share measurable metrics and information on your activities. Highlight challenges and successes. Include any information you think is relevant to the execution of activities for this award.

Example: Distributed 44 \$500 first-timer scholarships for Young Agents to attend the 2024 (80) Big "I" Legislative Conference in Washington D.C. (51)

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YOUNG AGENTS MEETING

Planning

- Created a standalone meeting/seminar/conference specifically for Young Agents
- Hosted Young Agent specific activities in conjunction with a state conference
- Raised funds for the event via company and/or vendor sponsorships
- Invited state leaders to participate in and/or speak at your event
- Planned at least one networking event/mixer for Young Agents and sponsors
- Developed a schedule with valuable takeaways that Young Agent can implement in their agencies

Marketing

- Developed an attendee prospect list
- Created custom marketing messages specific to Young Agents, sponsors, and agency principals
- Marketed directly to agency principals on the value of allowing their Young Agents to attend
- Offered scholarships or a reduced Young Agent rate to help defray the cost of attending
- Utilized state association’s marketing outlets (social media, newsletters, etc.) to promote event
- Made personal calls/sent personal emails to prospects and agency principals to promote the event
- Utilized presenter content/blogs/webinars to promote the event

Success Metrics

- Met/exceeded our fundraising goals
- Met/exceeded our attendance goals
- Mentored first-time attendees before, during, and after the event
- Adhered to the event budget
- Recognized sponsors/state leadership where appropriated and communicated ROI to sponsors
- Provided meaningful post-event deliverables/takeaways

Accomplishment Statements

In lieu of an essay, use the space below to provide details about why you believe you deserve this award by using **bullet points**. Share measurable metrics and information on your activities. Highlight challenges and successes. Include any information you think is relevant to the execution of activities for this award.

*Example: Hosted a session about KOLBE A Index during Young Agents Leadership Institute in September. (92)
Hosted follow-up conversation on Kolbe B Index for Young Agents during a webinar in November. (93)*

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OUTSTANDING YAC OF THE YEAR

The prestigious YAC of the Year award recognizes a Young Agents program that has demonstrated excellence across key areas including: Community Service, Workforce Development, Membership, Political Involvement, and Meeting.

Describe how your state's program has excelled in the past year, highlights innovative strategies, measurable achievements, and lasting impacts. Explain significant changes or growth of your program in the past year. *The information in the space below should be different from content listed under other awards.*

Accomplishment Statements

In lieu of an essay, use the space below to provide details about why you believe you deserve this award by using **bullet points**. Share measurable metrics and information on your activities. Highlight challenges and successes. Include any information you think is relevant to the execution of activities for this award.

Example: The National YAC updated the Young Agents database from 600 names to over 4,440 contacts. (88)

This will expand outreach and ensure program updates are shared with a relevant audience. (89)

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