



**HBCU
IMPACT**



Insurance Mentoring Program Advance Career Track
WHAT YOU NEED TO KNOW BEFORE RECRUITING
DIVERSE TALENT

The Founders

- **50+** years of insurance industry employment
- **10+** years as non-profit/not-for-profit board chair, president or director
- Multiple non-profit and governmental leadership roles
- **10+** years consulting firm management



REBEKAH RATLIFF

Co-Founder

President, CCM Consulting Associates, LLC



NGOZI NNAJI, MS

Co-Founder

Founder, Ako Insurance Consulting, LLC

OUR MISSION



WHY WE DO WHAT WE DO

- To increase the number of Black professionals in the insurance industry.
- To attract Black students to the industry by making them aware of the sector's viability and the vast career opportunities that exist within it.
- To develop and mentor students in order to increase the probability that these new insurance professionals will stay in the industry.

WHY IS RECRUITING DIVERSE COLLEGIATE TALENT DIFFERENT / DIFFICULT

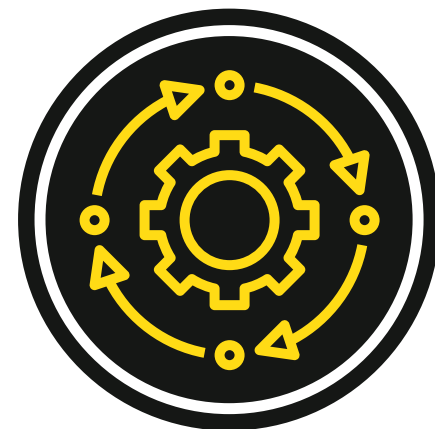
In the Insurance Industry?



LACK OF
DIVERSITY IN
OUR INDUSTRY



CULTURAL
DIFFERENCES



BIAS IN THE
RECRUITING
PROCESS



PERFORMATIVE
EFFORTS

WHY IS RECRUITING EXPERIENCED DIVERSE TALENT DIFFERENT / DIFFICULT

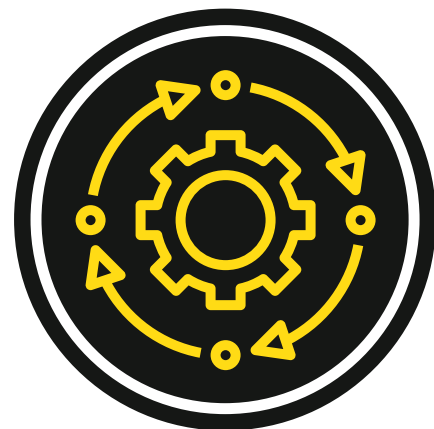
In the Insurance Industry!



LACK OF DIVERSITY IN OUR INDUSTRY



CULTURAL DIFFERENCES



BIAS IN THE RECRUITING PROCESS



LACK OF CAREER PATHING

The Equation



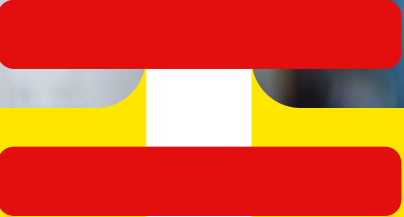
RECRUITING

**DIVERSITY &
INCLUSION**



RETENTION

BELONGINGNESS



REPRESENTATION

**INTER-
CULTURAL**

Strategic Partners

HBCU Recruiting Map

Create a short list of HBCU's / HBJC's to target based on prioritized factors that impact your organization's recruiting process and hiring decision

HBCU Strategic Recruiting Plan

Based on the short list of HBCU's / HBJC's identified through the HBCU Recruiting Map process, create a strategic plan that outlines how your organization will engage with the academic institutions and students

Bias Training and Transition Program

Create a program that equips HBCU students for the transition to organizations where they are the minority and train Partners on fostering a sense of belonging for retention.



ako
insurance
consulting

HBCU IMPACT® PROGRAMS

1

Institutes

HBCU IMPACT® on-campus Institutes are crafted to accommodate student and school needs while giving our partners and sponsors the opportunity to interact with top talent. We collaborate with the HBCU Schools of Business and Career Centers to plan programming that is tailored to campus customs.

3

Incubator

This intensive two-week Summer program offers a training series from certified professionals towards licensing. Students who complete the course work and skills training are then granted clearance to take the licensing exams to be credentialed insurance professionals, either as agents or claims adjusters (currently piloting in Florida).

2

National Symposium

Symposiums allow students to hear from young, Black insurance professionals about their journeys and where opportunities exist in the industry. Symposiums feature next-generation panels and extensive opportunities with respected industry influencers and hiring executives in our “soul food” speed networking sessions.

4

Family Talks

Family Talks is a unique take on mentorship. Through a series of small group unfiltered conversations, students connect with experienced industry professionals for short-term mentorship engagements. This expands our mentor's capacity to invest in HBCU students and offers students access to successful mentors who are manager-level and above.

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