The Ambassador Program

A Gamma Iota Sigma Youth Engagement Initiative
The Ambassador Program is designed to instill greater understanding of the impact insurance and risk management can have on personal financial security and also highlights the industry as offering interesting, long-term career choices.

You’ve already demonstrated your own enthusiasm by joining Gamma Iota Sigma—why not share your knowledge with kids who are just beginning the process of career selection and will soon be responsible for their own risk and insurance choices? Because you are not far removed from the students’ current position, you can have particular impact on their choices and their interest in the “real-world” relevance you are sharing.

Of course, you’ll add your own personality and experience to the classroom presentations, but this kit will make the process quick and easy by providing step-by-step directions, professionally produced materials and general guidelines. **Let’s get started!**

**A Special Thank you**
Thank you to all of the Gamma Presidents for your valuable input to design this program. We would especially like to thank R. Wes Dedlow of the Alpha Rho Chapter and Jeremy A. Gallico of the Alpha Kappa Chapter for the time and energy.
AMBASSADOR PROGRAM

Benefits to High School Students
- Expanded concept of risk management, insurance, and actuarial science careers
- Interaction with someone they can relate to
- Understanding of basic risk management concepts
- Access to resources for pursuing a career in the field

Benefits to Gamma Iota Sigma
- Generate increased awareness of collegiate RMI programs
- Increase awareness of Gamma Iota Sigma and its vision
- Expand ability to recruit new members
- Shape student attitudes towards previously unknown career options
- Create community service program which reaches beyond campus border

Program Objectives
- Introduce basic risk management and insurance concepts to high school students
- Attract greater numbers of quality candidates to choose a career in the field
- Engage Gamma Iota Sigma students with high school students to create a positive influence in their community

The Ambassador Program is designed to help you develop a working relationship with a classroom educator in your own community. To maximize results, the kit materials are categorized by section and are designed to serve as a guideline to simplify the process for you.
STEP 1 – THE INTRODUCTION

Present yourself and an outline of the program and its benefits to a teacher

Goals

▪ Find a teacher who can cover risk management and insurance in their class
▪ Typical classes which might be appropriate include business, economics, family & consumer science (also called home economics or life skills), math and social studies
▪ Send introduction letter (included on resource webpage)
▪ Set up a time to meet with the teacher

Resources

▪ Teacher Introduction Letter Template (available at www.griffithfoundation.org/ambassador)

Dear (TEACHER):

Looking for help in meeting the ever-expanding list of education requirements you’re asked to teach? How about help engaging your students in a conversation related to the field of risk management and insurance—a key element of financial literacy?

As a college student at (UNIVERSITY NAME) pursuing a degree in (DEGREE TITLE), I am enthusiastic about my chosen profession. In fact, I am also a member of Gamma Iota Sigma, the International Collegiate/Professional Fraternity for students pursuing careers in Risk Management, Insurance and Actuarial Science. As such, I would like to share a dynamic presentation and lead a discussion with your students about relevant, real-life situations which will impact their own financial security and possible career choices.

Through my association with Gamma Iota Sigma, which was incorporated in 1965 and is now the largest student professional insurance society in the U.S. with chapters at 49 colleges and universities, I can offer several valuable classroom resources, starting with my personal offer visit to your classroom to talk about insurance and risk management from the perspective of someone who was recently in the same position your students find themselves now.

I have a general industry presentation geared to the students’ level which utilizes material developed by The Griffith Insurance Education Foundation, including a video titled Risk, Responsibility, Reality that teaches the consequences of certain choices and serves as a discussion starter. Or, if you would prefer, I could discuss a more specific topic of your choosing.

I look forward to working with you in multiple capacities and hope to serve as a lasting resource to your students as they select careers and establish themselves in the community. Please review the enclosed material and check your curriculum calendar to see when I may be able to meet with your class. I will follow up soon, but please don’t hesitate to contact me in the meantime with any questions or additional ideas you might have.

Kindest regards,
STEPM 2 – MEET THE TEACHER

Establish a relationship and work out a plan

Goals

- Introduce yourself, explain the program, and answer any questions the teacher might have. Prove your value as a school partner.
- Agree to a time for classroom presentation.
- Utilize the section in this kit titled “The Presentation” to create an engaging session with students which combines the material provided with your own personal knowledge and experiences.
- Share your presentation plan with the teacher.
STEP 3 – THE PRESENTATION

Becoming an Ambassador for the students in the community

 Goals
- Present information about risk management and insurance to the high school class
- Introduce students to multiple career opportunities in the insurance industry
- Develop a relationship with students and become a lasting resource

 Resources
- Risk, Responsibility, Reality video (included)
- Personal Inventory worksheet (available at www.griffithfoundation.org/ambassador)
- Optional: Career Video (included)
- Optional: We have included various resources from other Gamma Iota Sigma chapters that may be helpful (available at www.griffithfoundation.org/ambassador)

 Presentation Overview
1. Share the Objective of Your Visit – Why are You Here? [2-3 minutes]
2. Introduction / Attention-Grabber Activity [5-10 minutes]
3. Presentation Activity: Protecting Possessions [20-25 minutes]
4. Conclusion and Questions [10-15 minutes]

WHY ARE YOU HERE? [2-3 minutes]
Briefly explain your background and why you have come to speak. You may choose to use some of the details below to organize your thoughts.

- Let students know you are a college student and a member of Gamma Iota Sigma. Be sure to explain what Gamma Iota Sigma is.
- Communicate the size and scope of the insurance industry—it employs approximately 2.3 million people in the United States.
- Explain that you want to provide students with a better understanding of the scope of insurance and the multitude of careers available in the field.
- Share your goal of giving students insight to the skills and education necessary to pursue a career in the insurance industry.
STEP 3 – THE PRESENTATION

INTRODUCTION / ATTENTION-GRABBER [5-10 minutes]
Begin your presentation with an attention-grabber.

Start your presentation by writing the word INSURANCE on the board. Ask students what words come to mind when they see this word. You can also ask students how insurance plays a role in their lives (i.e., driving a car). Ask discussion starter questions, including

- What words or thoughts come to mind when you see this word?
- What purpose does insurance serve for you or your family? For businesses?
- Think about the types of insurance available to you and your family. What are they?

PRESENTATION ACTIVITY: Protecting Possessions [20-25 minutes]
Love is blind on Moving Day (Vignette number 1 on the Risk, Responsibility, Reality DVD)

Vignette Overview
Chris moves into his first apartment and never really thinks about the potential consequences of simple, everyday actions as he talks to his girlfriend on the phone. His complete and total attention is focused on trying to get out of saying “I love you.” However, a running bath, a burning pizza and a burglar who enters through an unlocked window get Chris’s attention only after it’s too late, making this day an expensive lesson in what not to do. Through the haze of disaster, the Insurance Angel appears to give his own lesson – more like a tirade – on Chris’s lack of adequate coverage and common sense.

BEGIN YOUR PRESENTATION WITH AN ATTENTION-GRABBER.

Pre-viewing
Before students begin the activity, discuss the concept of “personal possessions,” and ask for examples. Ask what happens when a personal possession is stolen or destroyed. Who pays for replacing it?

Now tell students to imagine they are moving into a rental apartment. Hand out the Inventory from Memory sheets (on the resource webpage) and tell them they need to list – right now – all their existing personal possessions they would move into the apartment. For purposes of the exercise, tell them the list should include all their bedroom furniture, (including bedding, curtains, rugs), all electronics (including TVs, stereos, MP3 players), clothing, books, collections, bikes and jewelry. Give them a few minutes to fill out their worksheets.

Next, ask them to assign a dollar value to each item (for clothing, shoes, books, jewelry or collections, one total category value is fine). These should then be added together to create a total value for all their personal possessions.
STEP 3 – THE PRESENTATION

Viewing
Show students Vignette number 1 on the Risk, Responsibility, Reality video. (You can access it by inserting the video and from the menu choose scene selection select “Vignette 1—Love is Blind”). The entire scene lasts 3.5 minutes.

Post-viewing
Discuss the concept of Renter’s insurance with students as depicted in the video.

- Ask them if they have any comments or impressions after watching the video.
- Discuss what general concepts or impressions they picked up about Renter’s insurance.
- Find out what they believe are the purpose and benefits of Renter’s insurance. (The primary purpose of Renter’s insurance is to cover the risks associated with renting an apartment and to protect your personal property. Renter’s policies generally provide protection for personal property and liability risks).
- Ask them what they think are “liability risks.” Explain that liability is the legal responsibility you have to others to compensate them for damages you caused.
- Invite them to explain how an inventory would have helped in Chris’s situation.
STEP 3 – THE PRESENTATION

CONCLUSION [10-15 minutes]
If time allows, show students the “Future Full of Possibilities” video. Make sure you have enough time to allow for students to ask you questions.

This video provides students with a glimpse of several insurance-related professions that they may not have previously considered.

Introduce the video by reinforcing the fact that the insurance industry is established and viable--since everyone needs insurance to protect their livelihood, their property, possessions and businesses and because there is always an element of risk in all that we do.

Share your personal story with the class. It will be important to tell them why you chose insurance, risk management, or actuarial science as a career path. This is a great opportunity to share what Gamma Iota Sigma is and some interesting stories or experiences surrounding GIS.

Share contact information available through the school for students interested in pursuing a career path in insurance, risk management, or actuarial science. You may also want to tell students how they can reach you in the future.

If you have a brochure that highlights your Gamma Iota Sigma chapter or your collegiate program it would be good to leave them for the students.

Thank the class and the teacher for their participation and time.
**STEP 4 – COMMUNITY RELATIONS**

- **Goals**
  - Promote collaboration with the school
  - Congratulate the teacher for the accomplishment

- **Resources**
  - Press Release Template (available at [www.griffithfoundation.org/ambassador](http://www.griffithfoundation.org/ambassador))

Educators who are willing to implement programs such as this are likely to be the ones who go above and beyond normal requirements. Highlight their efforts—which too often go unnoticed and underappreciated—by submitting an announcement to the local newspaper. While submitting a press release does not guarantee publication, we have found that most local newspapers are willing to make announcements related to education.

There is a press release template on the resource webpage to simplify this important final step. Please ask the teacher for their approval if you include the suggested quote from them. The procedure for submitting a press release can vary depending on the newspaper. We suggest that you begin by visiting the newspaper website or calling for the appropriate submission instructions.

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**IMMEDIATE RELEASE**

Local Teacher Teams With (UNIVERSITY NAME) (degree) Major To Improve Students’ Financial Literacy

(NAME OF TEACHER), (SUBJECT) teacher at (NAME OF SCHOOL), has teamed with (NAME OF COLLEGE STUDENT), a (DEGREE) major at (UNIVERSITY NAME) to boost students’ understanding of basic risk management and insurance concepts and the career opportunities available within this expansive field.

(TEACHER’s LAST NAME) believes the ability to evaluate, understand and select appropriate insurance—along with the capacity to identify and reduce risk—have broad reaching impact on future financial stability. “Students with these skills are better-equipped to avoid personal financial pitfalls and may even become more responsible citizens,” (HE/SHE) explained. “And, having the information presented and discussion led by a college student makes it more impactful and increases the ‘real-world’ relevance that is so important in capturing my students’ attention.”

“It wasn’t so long ago that I was sitting in their position, explained (UNIVERSITY STUDENT’S LAST NAME), so I know high school students don’t always see the relevance or importance of insurance to them personally or what job opportunities exist in this industry.” (UNIVERSITY STUDENT’S LAST NAME) is a member of Gamma Iota Sigma, the largest student professional insurance society in the U.S. with chapters at 49 colleges and universities, so (HE/SHE) has access to professionally produced education material through the society and its sponsor, The Griffith Insurance Education Foundation.

(UNIVERSITY STUDENT’s LAST NAME)’s relationship with (TEACHER’s LAST NAME) and (HER/HIS) class will be ongoing. “I want to be available to students as they choose their own careers or have questions about insurance or risk management in the future”, said (UNIVERSITY STUDENT’S LAST NAME).
ABOUT THE GRIFFITH INSURANCE EDUCATION FOUNDATION

The Griffith Foundation was founded at a Midwestern university over sixty years ago with the purpose of supporting the study of insurance and risk management.

Today, the Griffith Foundation is a non-profit 501(c)(3) educational organization that has expanded to serve as the nationwide thought-leader on risk management and insurance at all levels of academic pursuit, including high schools, universities, and public policymakers. We believe that an informed, educated public will be able to make better decisions when it comes to understanding how risk interacts with their daily lives.

Our Mission
- Promote the study and teaching of risk management and insurance at all levels of academic support
- Encourage people to pursue careers in risk management and insurance
- Provide educational programs for public policymakers and the basic principles of risk management and insurance

About Gamma Iota Sigma
Gamma Iota Sigma, a national scholastic fraternity, was incorporated in 1965 by the Griffith Insurance Education Foundation. It is the largest student professional insurance society in the U.S. with chapters at 49 colleges and universities.

The purpose of this fraternity is to promote, encourage, and sustain student interest in insurance, risk management, and actuarial science as professions; to encourage the high moral and scholastic attainments of its members; and to facilitate interaction of educational institutions and industry through networking and by fostering research activities, scholarship, and improved public relations.
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