

CASE STUDY on Diversity, Equity & Inclusion

amcinstitute.org



insurancesociety.org

- **Insurance Society of Philadelphia** is transforming the insurance and risk management community through the power of collaboration.
- ISOP represents more than 25,000 insurance & risk management professionals in the Philadelphia area.



ASSOCIATION
HEADQUARTERS

associationheadquarters.com

- Celebrating more than 40 years of strategic guidance and partnership with associations and non-profits.
- Currently works with more than 40 associations and credentialing bodies

Challenge

- ISOP was seeing increasing numbers of its members and volunteers retire out of the industry and recognized that it needed to make a concerted effort to appeal to younger members.
- The Society had engaged early career and next generation members in committees but hadn't taken the bold step of creating a board position.

Actions Taken

Step 1

Leadership worked for a year to create the early career board position

Step 2

The position includes voting rights & a five-person Next Generation Advisory Council.

Step 3

Invested resources in an internship series for up-and-coming professionals.

Step 4

Provided education & connectivity with region's most senior leaders for interns

Goals

- Integrate next-gen volunteers into the board so they would have a voice where governance happens

Results

- With younger members on the board, the older members see their value and therefore gave the next-gen a voice
- A new board position was created for next-gen volunteers

Insights/Learnings

- ISOP is trying to bring as many people to the table as possible that is reflective not just of their clients but of the new generation of professionals coming into the industry

Client quote "That's the kind of forward thrust that we're seeing, and because these younger members are on the board now, the larger board hears about these successes and sees the value. The Next Gen is being heard."