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## **CPCU SOCIETY RAMPS UP EFFORTS TO AID INSURANCE STUDENTS**

### **Launches Special Website Section to Highlight Programs of Society and The Institutes**

**MALVERN, Pa. Dec. 8, 2011**—As part of a continuing major expansion of its services to insurance students, the CPCU Society announces the launch of a new Student Section in its website. The new section offers visitors comprehensive access in one location to resources that encourage young talent to pursue careers in property and casualty insurance. “We know we’re facing a demographic time clock, with massive retirements facing the industry in the next few years and a paucity of qualified replacements,” said Steve McElhiney, CPCU, 2011-2012 Society president and chairman. “The Society, whose 25,000 members hold the most prestigious designation in property and casualty insurance, is uniquely positioned to inspire large numbers of students to take advantage of the exciting career opportunities which will continually arise.”

Included in the new website Section are links to programs and source materials designed to guide and enhance fledgling property and casualty insurance careers. Included are referrals to:

- The CPCU Society Student Research Award Program, which rewards students who submit outstanding original insurance research papers;
- The CPCU Society Annual Meeting Student Program, under which students are able to attend this premier event free of registration fees and with their remaining costs covered;
- *The Best for Success*, a new video jointly produced by the Society and The Institutes, featuring students and experienced professionals who offer insights into the value of the CPCU designation and Society membership;
- Numerous colleges with great insurance programs;

- Recent articles from the *CPCU eJournal* profiling particular college insurance degree programs;
- The CPCU Society booklets *There is a Career for You in Insurance* and *Opportunity Rocks*, which help guide career choices;
- Information from The Institutes on the value of – and requirements for - attaining the CPCU designation;
- The Institutes’ Presidential Scholarship program, which finances expenses for students pursuing the CPCU designation.

The Society is also continuing to promote mentoring efforts throughout its 145 chapters, with members assisting CPCU candidates who are working their way through the required Institutes coursework. Further, Society members continue to engage potential insurance students at local Industry Day events and in school visits. “Our focus is on the future,” said McElhiney. “Our industry offers challenging and rewarding careers, and the Society is doing all it can in getting this message out to students.”

The Student Section can be accessed by visiting [www.cpcusociety.org](http://www.cpcusociety.org) and clicking on Students.

### **About the Society**

*The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society’s more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at [www.cpcusociety.org](http://www.cpcusociety.org)*

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