American Family Insurance employees participate in the annual Passport to Diversity event.
DIVERSITY AND INCLUSION

At American Family Insurance, we're weaving inclusive excellence into our DNA. It's who we are, what we do and how we'll continue to deliver excellent results. Our leaders and employees are champions of diversity and inclusion. In 2018, we created Inclusive Excellence, a division with a formidable team that is leading the charge, laying the foundation for true, sustainable change. Our vision is to be the leader in inclusive excellence and the employer of choice for diverse talent. It's a big, bold vision, but one we're capable of achieving. We're already making great progress.

We believe a strong culture of inclusion helps us all do our best work and deliver superior products and services to our customers. Our efforts are intentionally focused on growth and retention in diversity among our employees, agency owners and leaders. We're committed to making considerable impact across six strategic focus areas: leadership, talent ecosystem, inclusive culture, business resource groups, strategic partnerships and enterprise collaboration. We have five strong and growing business resource groups (BRGs) providing opportunities for employees to network, get involved with our communities and impact our business as champions of diversity and inclusion. These BRGs focus on different communities of interest for our company: LGBTQIA, women, veterans, different cultures and varying abilities.

We're committed to ensuring we have broad diversity, in all forms, across our enterprise through partnerships with organizations such as National Black MBA, Prospanica, Delta Sigma Theta, Hispanic Professionals of Greater Milwaukee, BNI Fellows and many others. We also partner with several colleges and universities, including Arizona State University, Georgia State University, University of Wisconsin-Madison and Marquette University.

We're establishing a larger presence in Milwaukee—a diverse, urban city in our home state of Wisconsin. This presence will allow us to affect positive change in the city while establishing deep talent pipelines.

All this work stems from the fact that at American Family, we believe diversity and inclusion is not only the right thing to do, but the necessary thing to do for our customers, communities, employees and our company.

TYLER WHIPPLE

Diversity and Inclusion Director
American Family hosted a one-day event at the Phoenix Art Museum highlighting personal accounts from youth and adults who dream fearlessly and are working to ensure the next generation of leaders can do the same. Local entrepreneurs, entertainers and achievers in the Hispanic and Latino communities shared their stories about pursuing dreams and facing challenges.

OUR PLEDGE TO DIVERSITY AND INCLUSION

CEO Jack Salzwedel says, “I am so proud to join more than 450 other CEOs and company presidents who support more inclusive workplaces. Across our country, persistent inequities still exist. So does what seems like a growing lack of inclusive behavior. I see it every day.

We’re already starting this work at American Family. We created the Diversity and Inclusion team – led by Tyler Whipple. And we’re making progress.”

We are:

- Leveraging our executive diversity council to build a diverse workforce and drive a culture of inclusion through our corporate values.
- Providing diversity and inclusion learning opportunities for leaders and employees, including unconscious bias training and inclusive leadership workshops with industry experts.
- Developing an online manager toolkit with resources and suggestions to incorporate topics in team activities.
- Conducting empathy interviews to inform our work in building mentoring programs.
- Building a social media platform with educational resources and conversation starters around these topics.
- Strengthening connections to our business resource groups to enhance their impact on cultural competency.
- Using leadership events to build awareness around the business case to further diversity and inclusion.
Supporting career growth

American Family Insurance Chief People Officer Todd Fancher tells a story about having 10 roles in his 33-year career with the company. Through the years, he’s not only experienced changes in industry practices and technology but also noted positive personal changes as he’s learned new topics, expanded his capabilities and honed his leadership abilities. Todd is in line with current trends, which indicate many people will change jobs 12 times over the course of their careers.

At American Family Insurance, we recognize the importance of continuous learning and skill development, and we support our employees in their educational efforts with tuition and loan assistance, and an employee scholarship program.

Student loan assistance program

For employees who have graduated with an associate’s degree or above and have student loan debt, American Family provides a monthly contribution of $100 for student loan repayment with a lifetime maximum of $10,000. And our Advisor Program helps to lower loan payments, assists with refinancing and offers guidance on other financing options for a college education.

Employee scholarship program

Our employee scholarships are open to American Family Insurance employees in undergraduate, graduate or post-graduate programs, and offer a $2,500 annual scholarship, renewable for an additional three years. Tuition, fees, books and supplies can be covered with scholarship funds.

“The tuition reimbursement benefit was one reason I joined American Family. I’ve completed my associate, bachelor’s and master’s degrees since I started with the company. I appreciate the company’s support and encouragement in achieving my educational goals.”

—Emily Boyd, Human Resources Shared Services Manager

Tuition reimbursement program

Tuition reimbursement is available to employees who have been with the company for one year. Employees are reimbursed for tuition, books and other education expenses, up to $5,250 annually for full-time employees and $2,625 for part-time employees who qualify. In addition, several colleges offer American Family employees a tuition discount.

TUITION REIMBURSEMENT
EMPLOYEE WELL-BEING PROGRAM

American Family believes an individual’s well-being goes beyond just physical health, extended to financial well-being, community engagement, meaningful relationships, stress management and heightened mindfulness. Experiencing a high level of well-being positively affects not only employees, but also our customers. Our culture helps us stay motivated to bring our best, every day.

Employees can earn up to $360 per year through a combination of annual/daily events, biometric screenings and health assessments, daily step and healthy habit tracking, etc. Our well-being Champions (370 member strong) meet on a quarterly basis and receive information about the program, new offerings and stats. The Champions then work within their departments’ locations to share this information with employees, engage employees in the program and support the well-being program in general. In 2018, we added two major programs to the platform we created with our partner, Virgin Pulse.

Health coaching
Health coaches (registered dietitians/fitness professionals) work directly with employees to help them reduce stress, manage weight, decrease disease risk, sleep better, improve eating habits, etc. Working with a health coach helps employees understand their health risks, set goals, and achieve a higher level of well-being.

Mindfulness
With our partner, Whil’s Mindfulness, our mission is to help people live healthier, happier and more engaged lives. Employees can access 1,250+ digital sessions about topics that interest them including mental well-being, performance, relationships, sleep, yoga and flexibility. Whil is helping our employees develop repeatable skills to calm and focus the mind, relax the central nervous system, develop emotional intelligence and get the most out of life.

Employee benefits
American Family offers a comprehensive benefits package, including medical, dental, vision and flexible spending plans, as well as a competitive 401(k) and a pension plan. Employees enjoy flexible work schedules, generous time off and loan programs that promote a healthy work-life balance. Employees can use volunteer time to support their favorite nonprofit organizations. The company invests in employee education through student loan assistance, and other continuing education programs.