



## Who We Are:

Established in 1953 as a volunteer membership association, SITE is committed to sharing knowledge and resources through collaboration within the insurance industry by providing continuous learning and professional development, supporting training and education as a process to achieve business results, and by promoting professionalism and integrity.

## How to Join:

Go to [www.insurancetrainers.org](http://www.insurancetrainers.org) and click on "Join SITE Now." Questions can be directed to Melissa Palank, Executive Director at [ed@insurancetrainers.org](mailto:ed@insurancetrainers.org).

# EARN SITE'S INSURANCE PROFESSIONAL (ITP) DESIGNATION

## How to earn the ITP Designation

The Insurance Training Professional (ITP) designation was created with member input and recognizes individual excellence and professionalism in training and education in the insurance industry. The designation requires both training/education and insurance experience/knowledge. It is a balanced blend of insurance, training, education, and years of industry experience.

## ITP Requirements:

- **Membership in SITE**
- **Evidence of Insurance Knowledge** – through one of the following: an insurance designation or degree: a minimum of 20 semester hours of insurance/financial services courses; or a resume outlining a minimum of 10 years insurance industry experience in core competencies of underwriting, actuarial, accounting, claims or experience that relates to broad insurance knowledge.
- **Evidence of Training/Education Knowledge** – through one of the following: completion of the SITE Train-the-Trainer program or an approved Train-the-Trainer program; Completion of the Indiana University Distance Learning Certification supported by SITE; an accredited degree in adult education or a closely related field with significant education coursework; or 20 or more semester hours in an undergraduate or graduate education degree program.
- **Professional Training/Education Practice and Experience** – A minimum of 5 years experience as a training/education professional with evidence of successful training/education design, development or delivery. A minimum of 5 years experience leading a training/education team responsible for successful training/education design, development or delivery
- **Evidence of Leadership Training Experience** – provides an opportunity for those leaders in the training profession to participate in the ITP designation program by adhering to the requirements and submitting courses designed and/or delivered by their team members during the most recent three years.
- **Adherence to the SITE Code of Ethics**

You can find the Application on SITE's website at [www.insurancetrainers.org](http://www.insurancetrainers.org)

Questions? Contact [ed@insurancetrainers.org](mailto:ed@insurancetrainers.org)