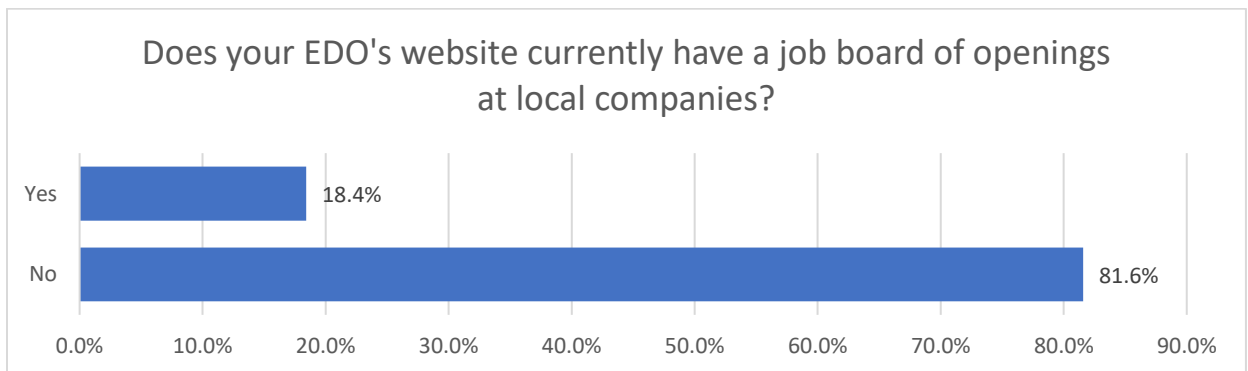
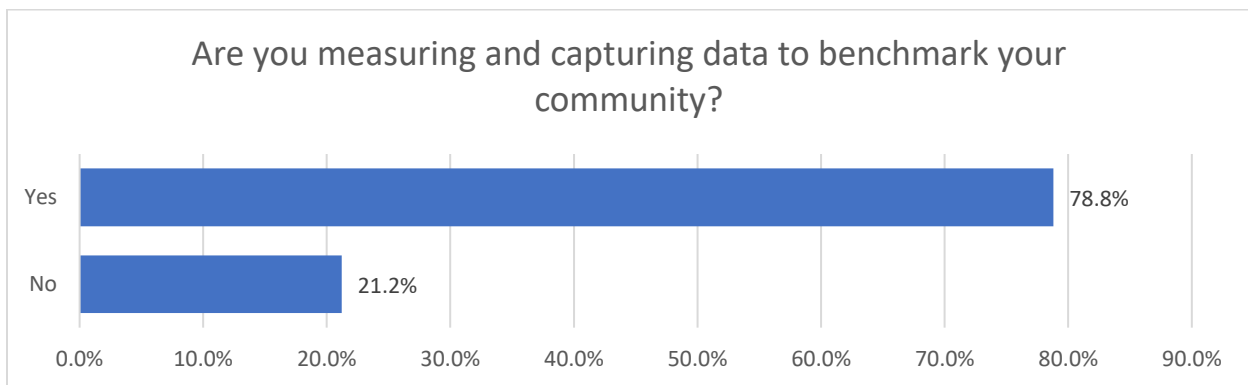
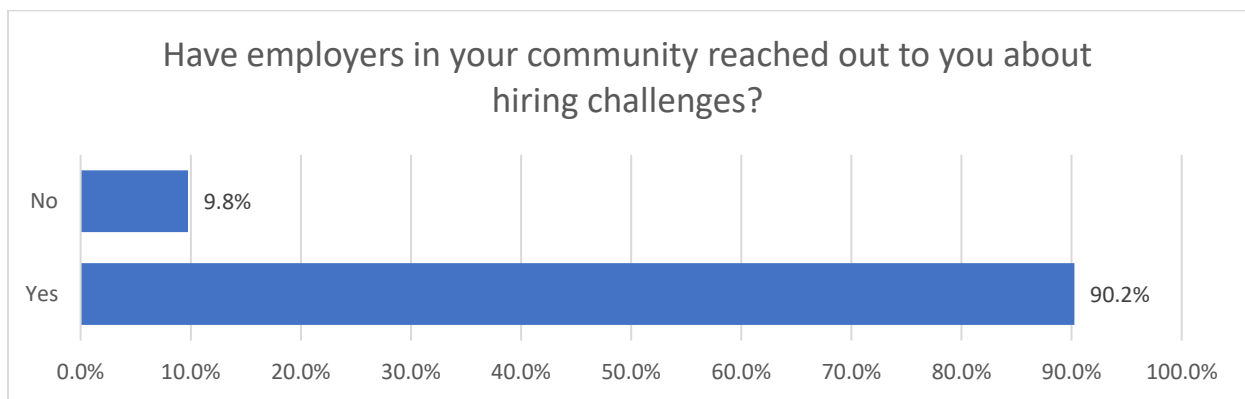
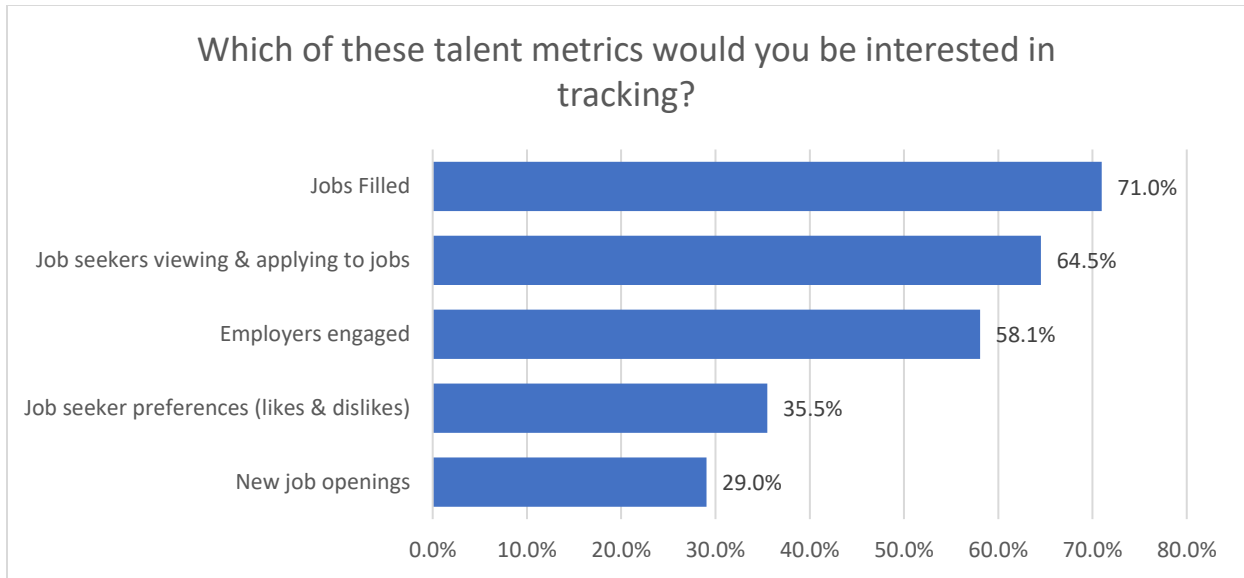


TRUE JOB

Webinar: 'Talent Attraction Shouldn't Be So Hard: An overview for your Economic Development Organization'

Poll Results





Q&A

I'm not sure I need a job board. Why not just link to other sites, like Indeed or Monster?

There are several problems with this approach. First, you are essentially sending an already engaged user away from your website when you link out to these types of job sites. You lose any engagement that you had and you lose any opportunity for your brand and your organization to get credit for being part of the hiring process.

Another problem is that sites like this don't know your region the way that you do. Indeed cares more about the quantity of jobs on their site as opposed to the quality of those job postings. These sites are generic across regions and across industries. If you have a job board under your control, you can highlight key industries and key types of positions that are available in your community, and you can do that using curation. That means choosing specifically the companies and jobs that are going to appear on a job board.

Finally, when people leave your website, you're not only losing engagement with those employers, you're also losing valuable information and data. You're losing metrics that can tell you critical information about new employers and open positions in your community, and how hiring trends are changing over time. This is important data that you can use to show the benefits your organization provides to your community.

My EDO represents a small region. I'm worried we won't have enough jobs to make a job board useful.

While many regions underestimate the value that even a small job board can provide, in some cases a community may be too small on its own to create a useful job board. If you think your region could benefit from a job board resource, but your organization is too small or has too little funding, consider if it might be possible to partner with other local organizations or with groups in surrounding regions.

Keep in mind that part of attracting new workers and growing your community will have to involve showcasing the opportunities available, and a job board can form an important part of a strategy to attract outside talent. In addition, TrueJob's pricing scales based on the demographics of your community.

Will adding a job board to my website conflict with other efforts? (this could include workforce development agencies, other economic development organizations, other job sites, etc.)

Some EDO's are concerned that adding a job board will compete or conflict with other job boards or other career resources that already exist. In our experience, this is rarely a problem, and in fact it is essential that different types of job and career resources coexist side by side to serve different needs in the community. Employers and job seekers already know that different job boards or career resources are targeted towards different audiences, and will seek out those that are most relevant for their needs.

If there are specific programs you are concerned about overlapping with, consider what needs those programs are addressing and how you can target a job board towards a different audience. For example, if a workforce development program in your community provides hands on assistance to unemployed workers, it might be valuable to create a job board that instead highlights high level tech or executive positions. In other cases, there might be an opportunity for partnerships available: for example, if a neighboring county has a job board already, it may be possible to partner with them and manage a single combined job board.

Remember, your organization has specific knowledge and expertise on your region and business community. A job board that is focused and targeted on your specific community is an opportunity to leverage that expertise and provide tremendous value. We're always happy to discuss these types of issues, so reach out to us and we may be able to put you in touch with an organization that had similar concerns.

How can I use TrueJob to attract more talent from outside of my community?

There are many ways TrueJob can serve as a tool to help improve the effectiveness of efforts to attract talent from outside your community. For example, if you host events focused on careers (say, a homecoming event that highlights local companies for recent graduates returning around the holidays, or a manufacturing day or other day highlighting local employers in a specific industry), a job board can be valuable as a central location where you can direct employers to post jobs and direct job seekers to look for opportunities.

A job board that showcases many different opportunities available in your community can make the case for job seekers that are unsure if moving to your region makes sense for their career. In a [recent webinar](#) hosted by TrueJob, Phil Santer of Ann Arbor SPARK explained how the job board has helped them with this:

“It really helps make the sell for folks that are considering coming into an area, that they're not going to get stuck in a particular position. When the technology community in Ann Arbor was growing, there was a concern that you were only going to come for one job, and then what were you going to do after that. So, now it's a great demonstration point to say, yeah come for this

job, but you also have a career long availability of options, and the job board is a place to be able to illustrate that.”

TrueJob offers features for visitors to submit their contact information to subscribe to your newsletter or other marketing materials. In addition, new job openings on your job board and metrics you collect can become part of marketing materials you are already distributing outside of your area.

Ultimately, attracting more talent to your community is always a long-term effort. Improving the brand of your organization and ultimately of your community will help attract new talent, and a job board can be a part of that effort.

Can TrueJob help me get more funding?

Yes! Different EDOs get funding from different sources: some are part of local government and receive public funding, while others are public/private partnerships and may receive public money like grants in addition to private sponsorships from local companies. Retaining and increasing funding from different sources may require different strategies.

TrueJob’s data and metrics can be used to demonstrate the importance of economic development to lawmakers and policy leaders and quantify specific results of projects undertaken, thereby making the case for new or continued funding.

Being able to show a local employer that you have helped them with a hiring challenge can provide valuable leverage when discussing future sponsorship.

Also, a job board resource on your website can be a new sponsorship or branding opportunity, and it may be possible to take advantage of that by having a job board that is sponsored by a specific company.

Can TrueJob connect with the school system to help students learn about career opportunities?

Yes! Companies offering internships or co-ops for high school or college students can post those opportunities on your job board. But even if the job board does not list any current opportunities for these students, it can be used by a school system to provide example position names and requirements to help students understand the career opportunities in the area.

Is there a way to highlight top companies or jobs in a special location or in some other designated way to differentiate them from other postings?

Yes, we’ll work with you if you’d like to highlight specific job postings or companies in some way, for example by moving them to the top of the list or designating them with a specific marker.

We’re interested in creating a resource to support a specific audience (e.g. technology workers, manufacturing jobs, military jobs, etc.) Can we use TrueJob to target a specific audience?

Yes, TrueJob can be configured to target any audience. Our curation features mean that you can choose precisely which companies and job postings appear on your job board. By doing so, you can choose

opportunities that will be relevant to your niche and make sure you are targeting a specific audience. If we also work with you on a promotional plan for a new job board, we can discuss how to craft messaging that will be appropriate for a specific audience and how best to reach that audience.

I see TrueJob has a like/dislike job seeker matching feature. How does that work?

TrueJob has a feature that enables job seekers to like and dislike job postings. As job seekers do this, TrueJob learns their preferences and can recommend more relevant job postings over time. There are more advanced options also available: for example, the ability for job seekers to like or dislike specific companies or even specific words or sections of a job description.

This data is only available to the job seeker marking their likes and dislikes and the company that posted those jobs (there are no public ratings of companies or jobs). Job seekers benefit from more relevant job recommendations, and companies benefit by receiving feedback on who is liking or disliking their jobs and by receiving more relevant applicants. Users must create an account and login to TrueJob to take advantage of the recommendation and matching feature.

How long will it take to implement TrueJob?

Our job board can be live on your site in a day! We provide to you a snippet of code to add to your existing site. Then we use our technology to do an initial pre-population of your job board by collecting high quality job postings from local employer websites.

How much work is managing a job board? Do I need technical expertise?

Managing the job board is a simple process that takes minutes a week and does not require technical expertise. As part of setting up TrueJob on your website, you will receive access to a dashboard. After logging in, you will see any new companies have signed up and posted jobs to your job board. Here you will be able to easily choose which companies and jobs to accept and which to decline. You will also have access to your analytics and reports.

As part of the implementation process, we will provide training to ensure you know how to use the system, as well as access to documentation and videos that you can reference anytime. Setup a demo with us and we'll show you how easy a job board can be to manage (email contact@truejob.com).

We've never had a job board before. How should we promote our job board so people actually use it?

Our implementation includes a robust promotional campaign plan designed to properly promote your job board with local companies and job seekers so that both groups will visit and make connections. We will work directly with you or your marketing team to customize an effective promotional plan for *your* organization. This may include:

- Press releases
- Email notifications
- Announcements at key meetings
- Onboarding webinar
- Promotion on social media & blogs
- Adwords campaign

TrueJob can provide logos, screenshots, and written information outlining key benefits that you can use in your marketing materials. We'll also discuss ways you can continue ongoing promotion after launch.

How does an EDO get employers to utilize the board? Does the EDO post the jobs themselves, or do they have to promote it to employers to get them to use it?

The EDO does *not* have to post jobs themselves. There are two ways that jobs get onto the board. First, before launch, TrueJob will ask you to provide a short list of key employers in your region to initially populate the job board. Using our custom web scraping technology, we will collect high quality job postings directly from these company websites and use these to give you a 'jump-start', so that the job board is full of relevant postings from day one.

After launch, employers will sign up and submit jobs to your job board. Using our curation features, you will be able to decide which companies and job postings will appear. In our experience, while promotion is required to get employers to use a new job board, they are often already using multiple job boards or other resources and willing to try new options, particularly with the 'jump-start' we provide showing participation from other companies already. We have also worked to make the posting process as simple as possible, with only the most essential fields required (job title, description) so that with a quick copy paste, employers can be up and running with minimal friction.

My question is from the job seeker perspective - why come to the site? Absent a significant marketing budget won't the postings be a fraction of what the job seeker can find doing an effective search on Indeed, Linked in, etc.

It's true that a job board on your EDO website will likely have a more limited selection for job seekers than large job sites like Indeed, Monster, or LinkedIn. However, job seekers are often frustrated with these resources precisely because of the overwhelming number of job openings, which can make it difficult to filter through and find high quality, relevant positions. If a resource you provide is consistently highlighting jobs in a relevant niche for the job seeker, they are likely to return. If you take advantage of additional tools provided by TrueJob (for example, we offer the ability to collect job seeker contact information for use by your marketing team) job seekers can see additional value in your organization and continue to engage.

Promotion and marketing of a new resource is essential – but with a targeted audience in mind, and the knowledge of key employers and industries in your region that the big job sites don't have, you can provide a valuable new resource for your community.

What metrics and analytics will I be able to see about our job board?

TrueJob offers a significant number of metrics for you to share with your community and funders to demonstrate the value your organization is providing. They can also be used to answer questions you may have about your community and to inform decision making about new projects. A limited selection of the metrics provided by TrueJob includes:

- Basic metrics: Employer signups, Jobs posted
- Interactions: Job views, 'Apply' clicks, Job Applications submitted
- Results: Jobs filled
- Contacts: Job seeker contacts collected

To learn more, [download a copy of our report book](#). This document includes example reports on different metrics and shows how those reports will appear on your dashboard or when exported for use in a program like Excel.

How much does TrueJob cost?

TrueJob's cost is broken into two components:

A one-time implementation fee starting at \$850, which covers:

- Adding the job board to your website and styling it to match your current branding
- Pre-populating it with relevant job postings from your community so you have a job board that looks great at launch
- Training for your staff on how to administer the job board
- Assistance with a promotional campaign so your job board launch is successful

A subscription fee starting at \$425/month, charged annually, which covers:

- Hosting and access to your dashboard, with no software to install or maintain
- Upgrades and new feature releases
- Online and phone support

Monthly subscription pricing is determined based on the demographics of the region that your organization serves: small \$425, medium \$625 and large \$925. Most EDOs fall into the small pricing category.

To follow up, reach out to us: contact@truejob.com