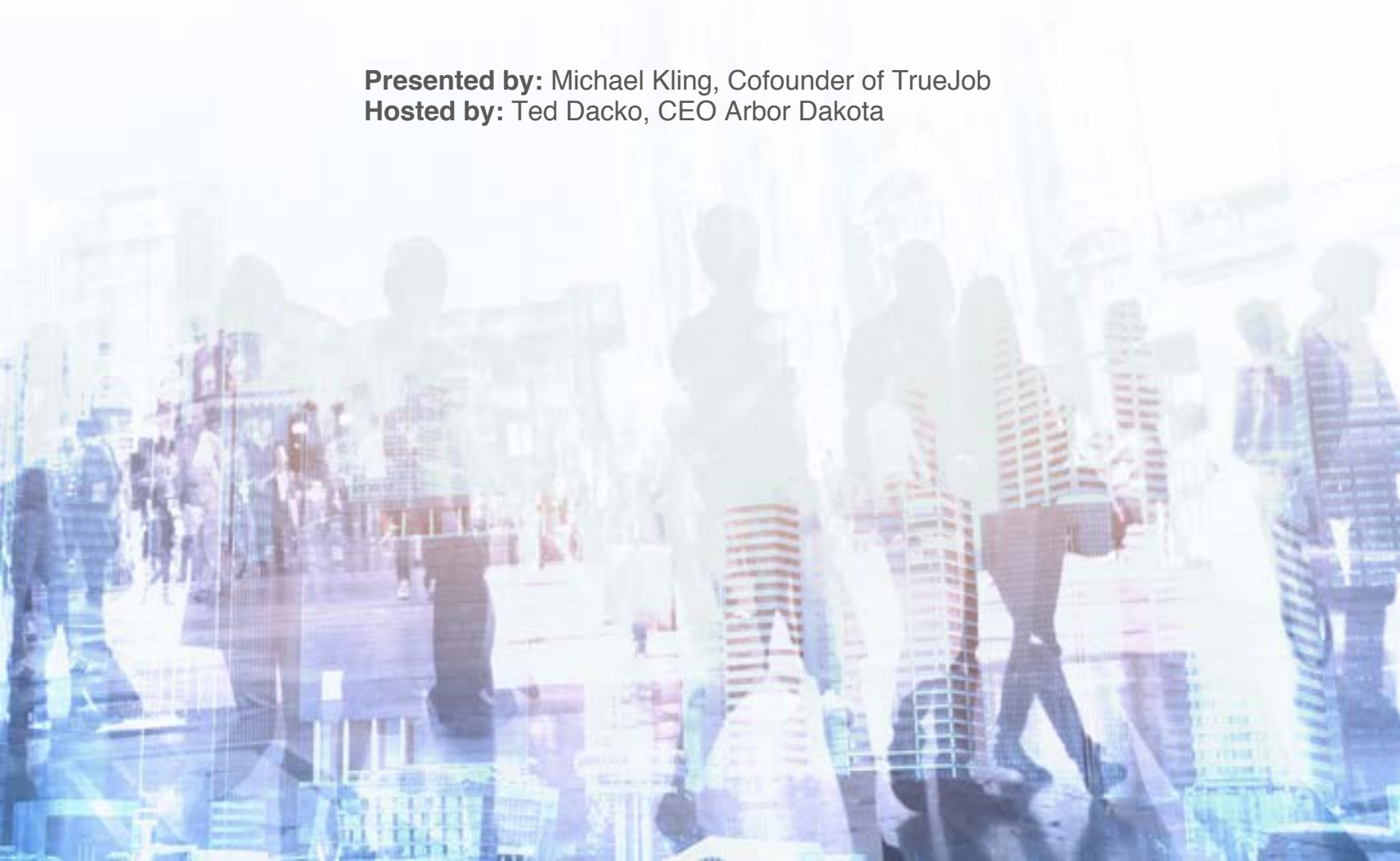


Why A Job Board Can Be An Essential Part Of Your Association's Success

Presented by: Michael Kling, Cofounder of TrueJob

Hosted by: Ted Dacko, CEO Arbor Dakota



HOUSEKEEPING

- All participants are **in listen-only** mode
- Please ask **questions by typing them in.** We will try to answer all questions at the end or get back to you individually
- Slides will be sent to participants and a recorded version of the webinar will be available within 2 days
- We will be asking some polling questions and would appreciate your participation
- If you are interested in anything you hear today, we would be happy to **follow up** with you.



AGENDA

- Introduction of Speaker
- Introduction to TrueJob
- Trade Association Goals
- Why a Job Board
- Key Criteria for a Job Board
- Example
- Benefits
- Q&A
- Next Steps



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SPEAKER INTRODUCTION

MIKE KLING

- Cofounder of **TrueJob**
- Trained at MIT
- Responsible for product development and customer support
- Committed to & passionate about matching the right companies with the right candidates



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ABOUT TRUEJOB

Founded in 2015

TrueJob is a **job board platform** built to serve:

- Economic development organizations
- Trade associations
- Chambers of commerce

It was created for organizations with an opportunity to benefit members by connecting job seekers and employers

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TRADE ASSOCIATIONS

Also known as

- Industry trade groups
- Business associations
- Sector associations
- Industry bodies

Founded and funded by businesses that operate in a specific industry

TRADE ASSOCIATIONS

Public Relations

- Advertising
- Education
- Political donations
- Lobbying and publishing

Other Services

- Conferences
- Networking
- Classes
- **Recruiting**

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WHY A JOB BOARD?

Trade Associations want:

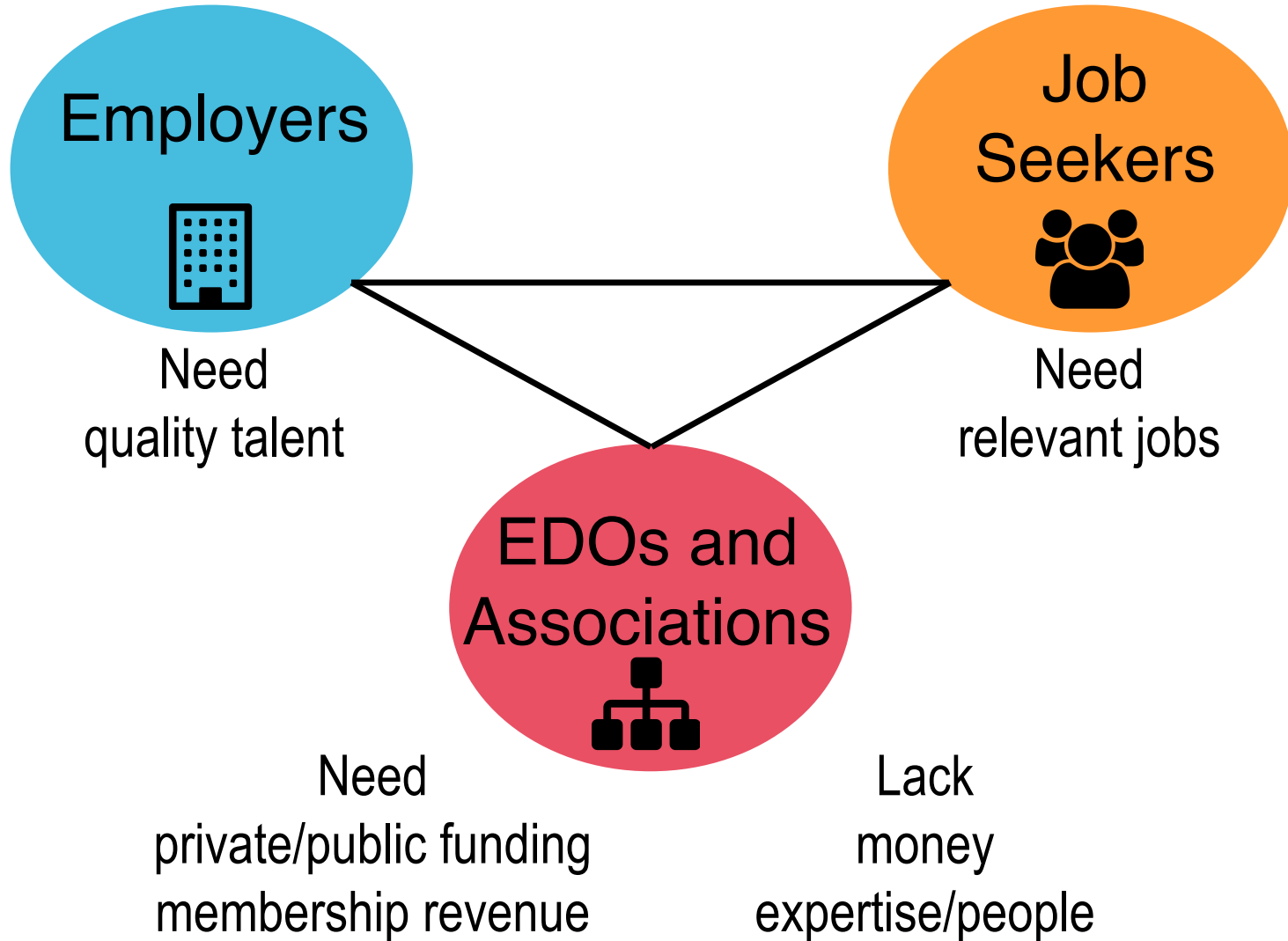
- Improved brand perception
- To attract and serve members
- Increased non-dues revenue
- Higher web traffic



SURVEY QUESTION 1

Does your organization's website currently have a job board? (if you have career resources but no job board, answer no)

PROBLEM



WHAT'S WRONG WITH INDEED?

- No branding or credit for your organization
- No ability to curate or highlight certain types of jobs
- No tracking to see success



AM I A CANDIDATE?

- Am I happy with the level of support I'm providing to my members?
- Do I want to attract more talent to my industry?
- Am I worried about member attrition or losing funding?
- Am I happy with my current website and would more traffic help me?
- Do I want to promote the kinds of jobs my members are recruiting for?







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KEY CRITERIA FOR A JOB BOARD

Hosted job board software
Designed for Trade Associations

-  Branded to your association
-  Job curation
-  Easy to use and maintain
-  Pandora-like matching

-  Automated job scraping
-  Automated member support
-  Applicant tracking system
-  Advanced analytics

SURVEY QUESTION 2

Which of these criteria would you find important in a job board?

- Branded for your association
- Job curation
- Easy to use and maintain
- Pandora-like matching
- Automated member support

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BENEFITS

- Win/Win/Win between the association, members and job seekers
- Improved brand perception
- Higher web traffic
- Prevent member attrition
- Analytics and knowledge of industry
- Recruit talent into the industry
- Increased non-dues revenue



SURVEY QUESTION 3

Which of these benefits are you most interested in?

- Improved brand perception
- Assisting your members with a major challenge
- Increased web traffic
- Recruiting talent into the industry
- Increased non-dues revenue

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QUESTIONS



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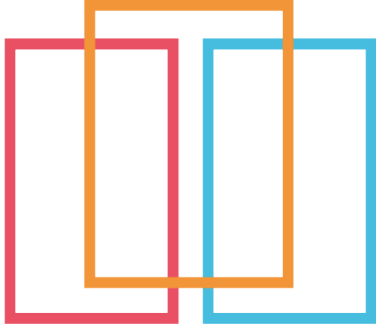
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NEXT STEPS

- Visit our website www.truejob.com
- White Paper on Trade Associations
- Read the Case Study on SPARK
- Recorded version of this webinar is available
- Free consultation on implementing a job site



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