

Why A Job Board Is Essential For Your Economic Development Organization

Presented by: Michael Kling, Cofounder of TrueJob

Hosted by: Ted Dacko, CEO Arbor Dakota

Special Guest: Phil Santer, SVP Ann Arbor SPARK



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.



HAVING TROUBLE?

- Try moving your mouse to the top or bottom of the screen to access the Zoom menu
- Check your volume and headphone connection if you are having problems with the audio
- If you are still having problems, you can call 734-355-6014 for support



AGENDA

- Introduction of Speaker
- Introduction to TrueJob
- EDO Goals
- Why a Job Board
- Key Criteria for a Job Board
- Key Metrics for a Job Board
- Example
- Benefits
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- 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 helps your Economic Development Organization's local clients with **talent acquisition**.

We do this using a **cloud based application** that integrates with your existing website to connect job seekers with employers.

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ECONOMIC DEVELOPMENT ORGANIZATIONS (EDOS)

Serve

- Businesses/people
- Towns/counties
- States/regions
- Communities of all types and sizes

Funded By

- Public Sources
(Government / Grants)
- Private Sponsorship
- A combination

EDO GOALS & FUNCTIONS

Supporting business and job growth to create thriving communities

- Retain existing businesses
- Attract new businesses to launch or expand in the region
- Understand the strengths & weaknesses of your region
- Promote the community & quality of life

- Development incentives
- Site selection assistance
- Business loans/other financing
- Entrepreneurial education/mentorship
- Talent sourcing
- Workforce data
- Other industry & regional data
- Events and networking
- Marketing & Outreach

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WHY A JOB BOARD?

EDOs want:

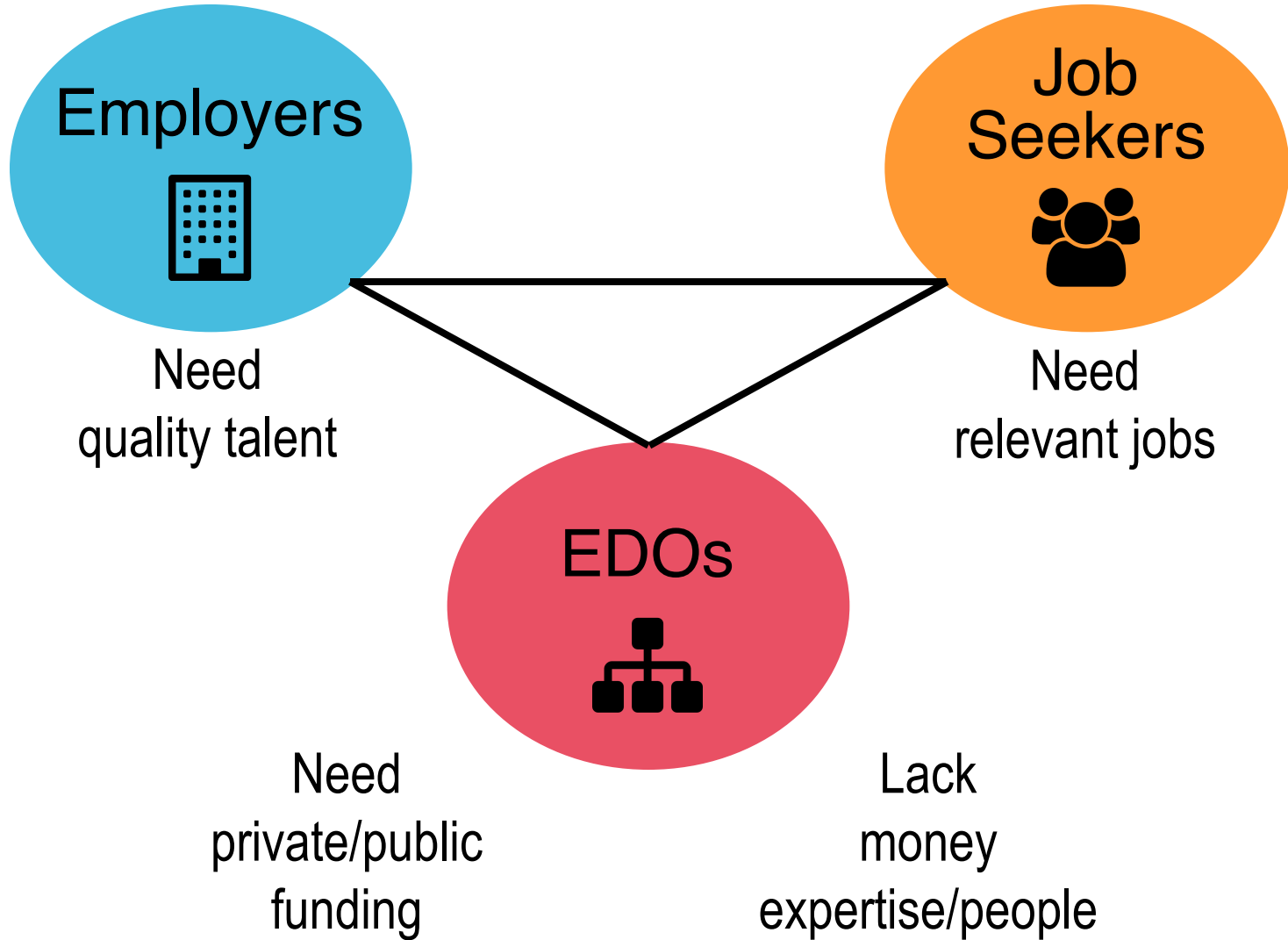
- Improved brand perception
- To attract new & serve existing business
- Increased public & private funding
- Higher web traffic



SURVEY QUESTION 1

Does your EDO'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?

- Could I be providing more support to my local customers?
- Do I want to attract more talent to my region?
- Am I worried about losing public or private funding?
- Could my current website be improved and would more traffic help me?
- Do I want to promote the kinds of jobs my local businesses are recruiting for?



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KEY CRITERIA FOR A JOB BOARD

Hosted job board software
Designed for EDOs



Branded to your EDO



Job curation



Easy to use and maintain



Pandora-like matching



Automated job scraping



Automated member support



Applicant tracking system



Advanced analytics

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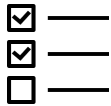


KEY METRICS FOR A JOB BOARD



Employer Signups

How many employers are posting on my job board? What is their contact information?



Job Postings

How many jobs have been posted? Which companies/locations have the most jobs?



Job Views

Which jobs have been viewed the most? The least?



Apply Clicks

Which jobs have the most 'Apply' clicks? The least?



Job Applications

How many job applications have been submitted? To which jobs and companies?



Filled Jobs

How many jobs are marked as 'Filled'? Which companies have the most 'Filled' jobs?



Job Seeker Contacts

How many job seekers have submitted their contact information (e.g. for my newsletter)?

SURVEY QUESTION 2

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

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

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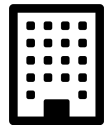


EXAMPLE

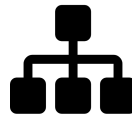
Demonstration of three key perspectives:



Job seeker



Employer



EDO

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BENEFITS

- Win/Win/Win between the EDO, businesses and job seekers
- Improved brand perception
- Higher web traffic
- Better relationships with businesses
- Analytics and knowledge of regional industry trends
- Recruit talent into the region
- Increased public & private funding



SURVEY QUESTION 3

Which of these benefits are you most interested in?

- Improved brand perception
- Assisting businesses with a major challenge
- Increased web traffic
- Recruiting talent into your region
- Increased public & private funding

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SPECIAL GUEST: PHIL SANTER



SVP and Chief of Staff
[Ann Arbor SPARK](#)

ANN ARBOR SPARK JOB BOARD

The screenshot displays the Ann Arbor SPARK Job Portal. At the top is a dark blue navigation bar with links: EVENTS, ABOUT US, FAQ, SITE SELECTORS, VIRTUAL BUSINESS ADVISOR, BLOG, PREFERRED PROVIDER DIRECTORY, MY ACCOUNT, and LOG IN. Below this is a search bar. The main header features the SPARK@annarborusa logo and five columns of text: START HERE (Entrepreneurial Support), GROW HERE (Expand & Relocate), WORK HERE (Talent Services), LIVE HERE (About Ann Arbor), and SUCCEED HERE (Impact & Results). The left sidebar contains a 'WORK HERE' button, 'JOB SEEKER RESOURCES' (with a 'VIEW JOB POSTINGS' link), 'CREATE PROFILE AND SUBMIT YOUR RESUME', 'PURE MICHIGAN TALENT CONNECT', 'RESUME BUILDING RESOURCES', 'EMPLOYER RESOURCES', and 'TALENT BLOG'. The main content area is titled 'Ann Arbor SPARK Job Portal' with a breadcrumb trail: HOME → WORK HERE-TALENT SERVICES → JOB SEEKER RESOURCES. It includes a search bar with the placeholder 'Search by job title, company, or keyword...', a 'Sort by: Relevance - Date' dropdown, and a '123 jobs' count. Four job listings are shown, each with a company logo, job title, location, and update time. The first listing is for 'Executive Secretary' at the University of Michigan School for Environment and Sustainability. The second is 'Development Generalist' at The University of Michigan. The third is 'Custom Care Specialist' at Shoshana Technologies, with an 'Apply on TrueJob' link. The fourth is 'Web Content Creator' at the University Of Michigan Library. A partial listing for 'Business Development / Sales Manager - Stumper' is visible at the bottom.

EVENTS ABOUT US FAQ SITE SELECTORS VIRTUAL BUSINESS ADVISOR BLOG PREFERRED PROVIDER DIRECTORY MY ACCOUNT LOG IN

SPARK@annarborusa

START HERE Entrepreneurial Support GROW HERE Expand & Relocate WORK HERE Talent Services LIVE HERE About Ann Arbor SUCCEED HERE Impact & Results

WORK HERE

JOB SEEKER RESOURCES

→ VIEW JOB POSTINGS

CREATE PROFILE AND SUBMIT YOUR RESUME

PURE MICHIGAN TALENT CONNECT

RESUME BUILDING RESOURCES

EMPLOYER RESOURCES

TALENT BLOG

Ann Arbor SPARK Job Portal

HOME → WORK HERE-TALENT SERVICES → JOB SEEKER RESOURCES

Employers: sign up here to post jobs

Search by job title, company, or keyword...

Sort by: Relevance - Date 123 jobs

Executive Secretary
University of Michigan School for Environment and Sustainability
Ann Arbor, MI
Last updated 11 minutes ago

Development Generalist
The University of Michigan
Ann Arbor, MI
Last updated about 1 hour ago

Custom Care Specialist
Shoshana Technologies
Ann Arbor, MI
Last updated about 2 hours ago [Apply on TrueJob](#)

Web Content Creator
University Of Michigan Library
Ann Arbor, MI
Last updated about 5 hours ago

Business Development / Sales Manager - Stumper

<http://www.annarborusa.org/work-here/job-seeker-resources/job-portal>

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QUESTIONS



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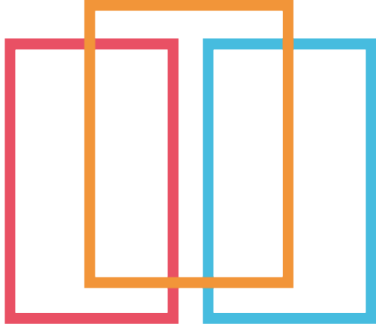
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NEXT STEPS

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



TRUE  JOB

www.truejob.com
contact@truejob.com

TRUE  JOB

Press release
for local newspapers



Schedule an
onboarding
webinar



Announce at
stakeholder meetings
and events



PROMOTIONAL CAMPAIGN

Email
your contact list



Promote on
blog and social media



Setup an
AdWords campaign
(this can be **free** for nonprofits!)

