

Ad Hoc Job Site Committee Report

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Ad Hoc Committee

Volunteers

Jean Eason

Gus Gaynor, Chair

George McClure

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Staff

Mike Buryk, IEEE Media

Jim Vick, IEEE Media

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Committee Charter

- Fiscal model
- Expansion plans
- Success metrics
- Set the stage for a standing committee

IEEE Job Site History

- 1994 - 1999 IEEE -USA
- 2000 -- PSPB encouraged consolidation of Spectrum and IEEE USA Sites
- 2001 -- IEEE-USA and Spectrum Websites merged
IEEE Media responsible - oversight by PSPB
- 2001 -- Contract awarded to Hire.com to operate the consolidated site
- 2002 -- Computer Society joins IEEE Job Site
- July 2003 - site moves to CareerCast.com
- Job Site operated as business unit With its own P&L
- 2004 -- draft Budget forecasts income of \$750K and expenses of \$470K for net of \$280K

Job Site Mission

"The IEEE Job Site is an online recruitment service offering IEEE members exclusive access to its real-time job-matching capabilities."

(From IEEE Job Site: Backgrounder prepared by Mike Buryk.)

Access to Job Site

Access for members:

- Members enter their profile
- Resumes go online
- Site automatically alerts member of job matching their profile
 - Announcement of opportunities go to candidate
- Can be anonymous or identified
- Members can also search
 - By topic, geography, etc.

Access for non-members:

- Jobs can be searched
- Do not participate in automatic job matching

Access by Employers

- Jobs are retail or by contract
- Retail clients pay \$195 for each posting in 2004, will increase to \$199 in 2005
- Postings remain for 30 days
- Contract clients use negotiated contracts
- For an additional fee employers can search the database

Promoting Job Site To Member Users

- Minimum budget for marketing
- Monthly ads in Spectrum
- Promo messages in various newsletters
- Links to various IEEE portals
- Job Site literature at conferences and IEEE events
- Weekly Spectrum Career Alert
- Trade shows
- Industry websites
- Direct contacts with Societies and sections
- **Cross posting**

Cross Posting

- Newspaper and other "CareerCast" recruitment site clients invited to "cross post" with IEEE
- Outsourced site to CareerCast to leverage their expertise and cross job site ties -- tied to IEEE Web Accounts for members

Advantage:

- Only jobs posted directly IEEE are matched to member profiles to generate email alerts
- "CareerCast" provides new and improved site features that facilitate member use
- Simplified posting features for employers
- Agreements with BostonWorks on-line job site for the Boston Globe, Wall Street Journal, NY Times, San Diego Union Tribune
- In discussion - Seattle Times

IEEE Societies and Sections

- Limited participation by Societies and Sections Many have their local Job Sites
- Revenue sharing plan for Societies and Sections 2003 and 2004 -- Computer Society generated \$10,740 revenue and received \$4,169 as its share
- Some IEEE Sections promoted the Site in 2003 Did not qualify for revenue sharing. Since the Site is doing well financially staff is suggesting offering a "special dividend" to the active marketing and sales partners

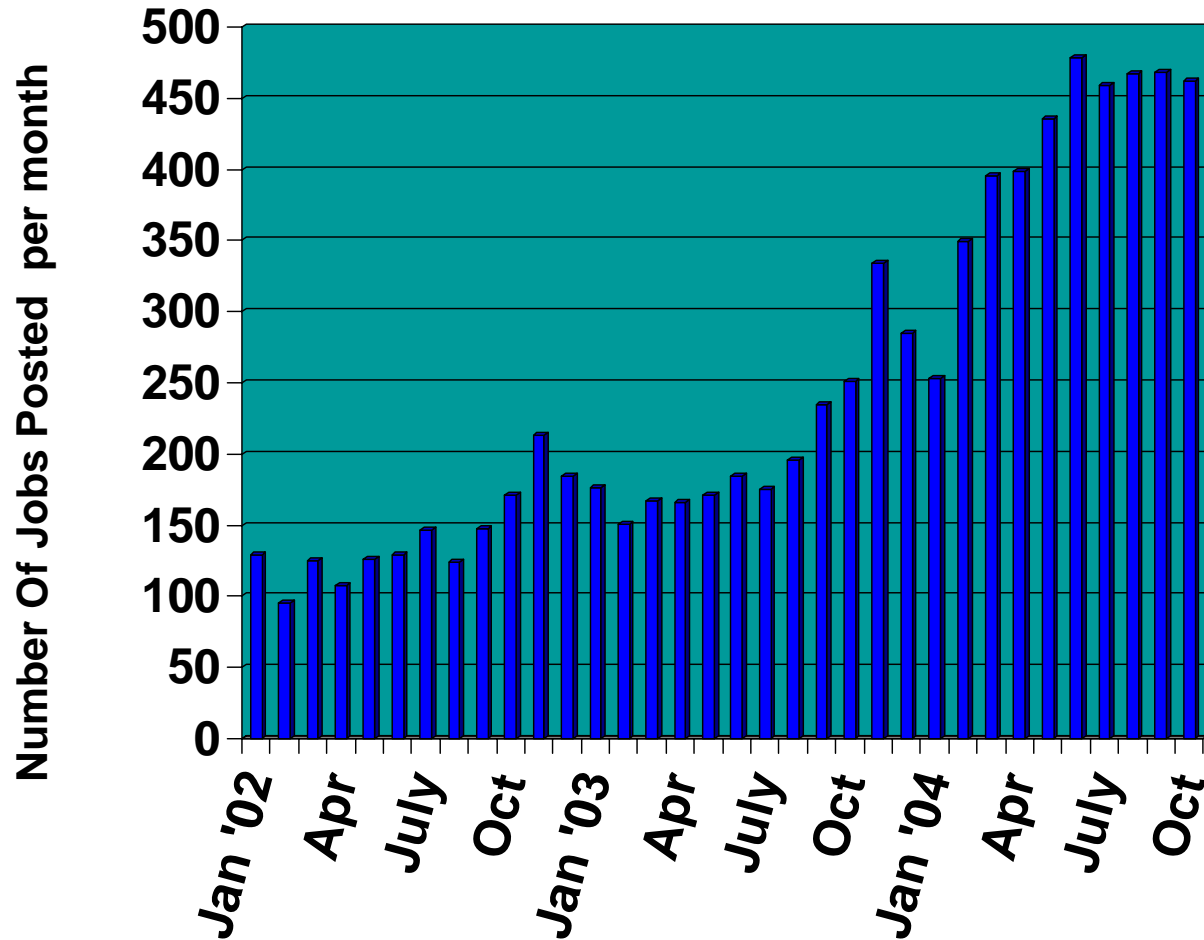
Committee Observations: More Companies Are Buying Job Postings

| | <u>2003</u> | <u>2004</u> |
|-------------------|-------------|-------------|
| Small employers* | 441 | 715 |
| Large employers** | 62 | 93 |

** Small Employer Retail Postings* are single job listings purchased with a credit card.

**** Contracts** allow employers to buy bundles of job postings at a discount.

The Number Of Job Postings on IEEE Job Site Has More Than Doubled This Year

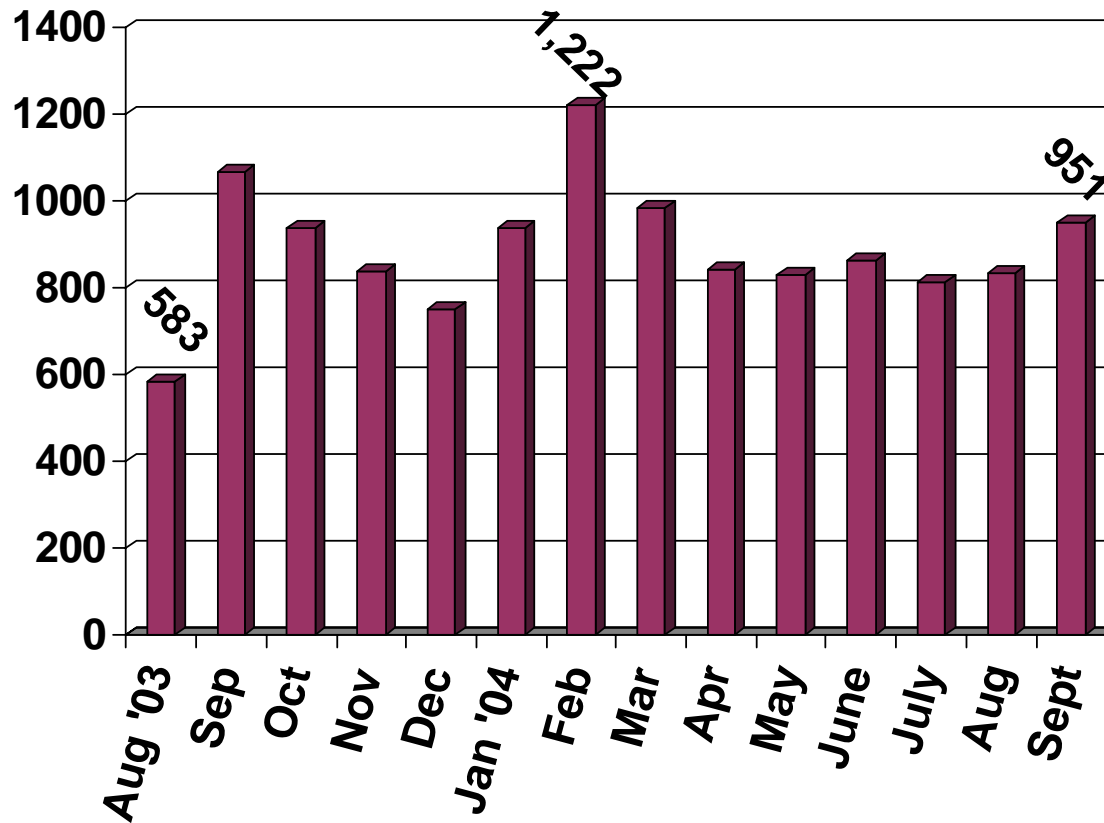


4,419 job postings purchased in 2004 YTD vs. 1,913 in 2003

Data for 1/03 to 7/02 shows peak number of Jobs posted that month
Data since 8/03 shows Average number of jobs posted each Day that month

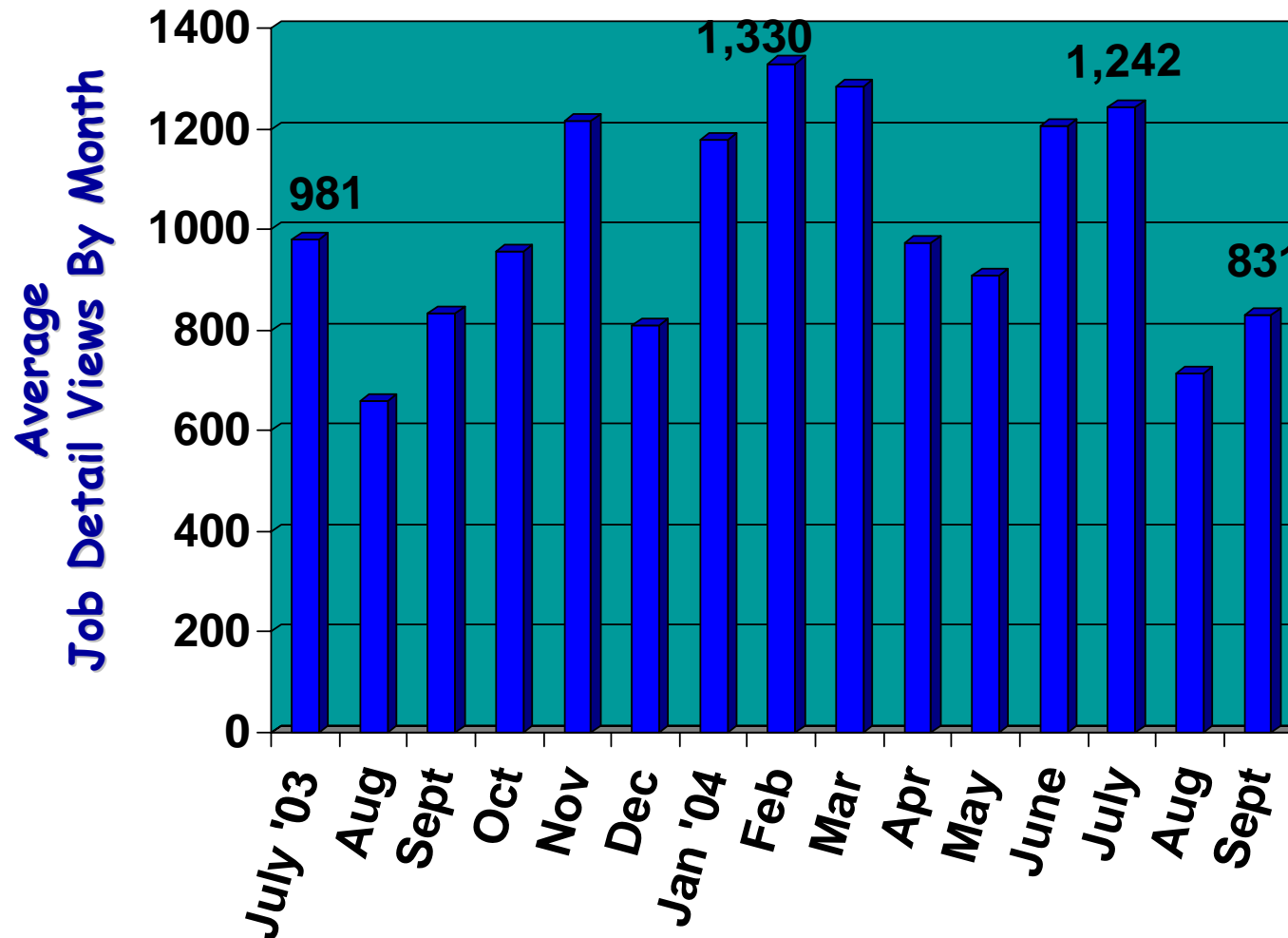
Committee Observations: There Is A Sustained Level Of Activity On The IEEE Job Site Every Day

Average Daily Unique Visitors By Month



Visitors include employers, job seekers, etc.

Members View Jobs On The IEEE Job Site On A Regular Basis

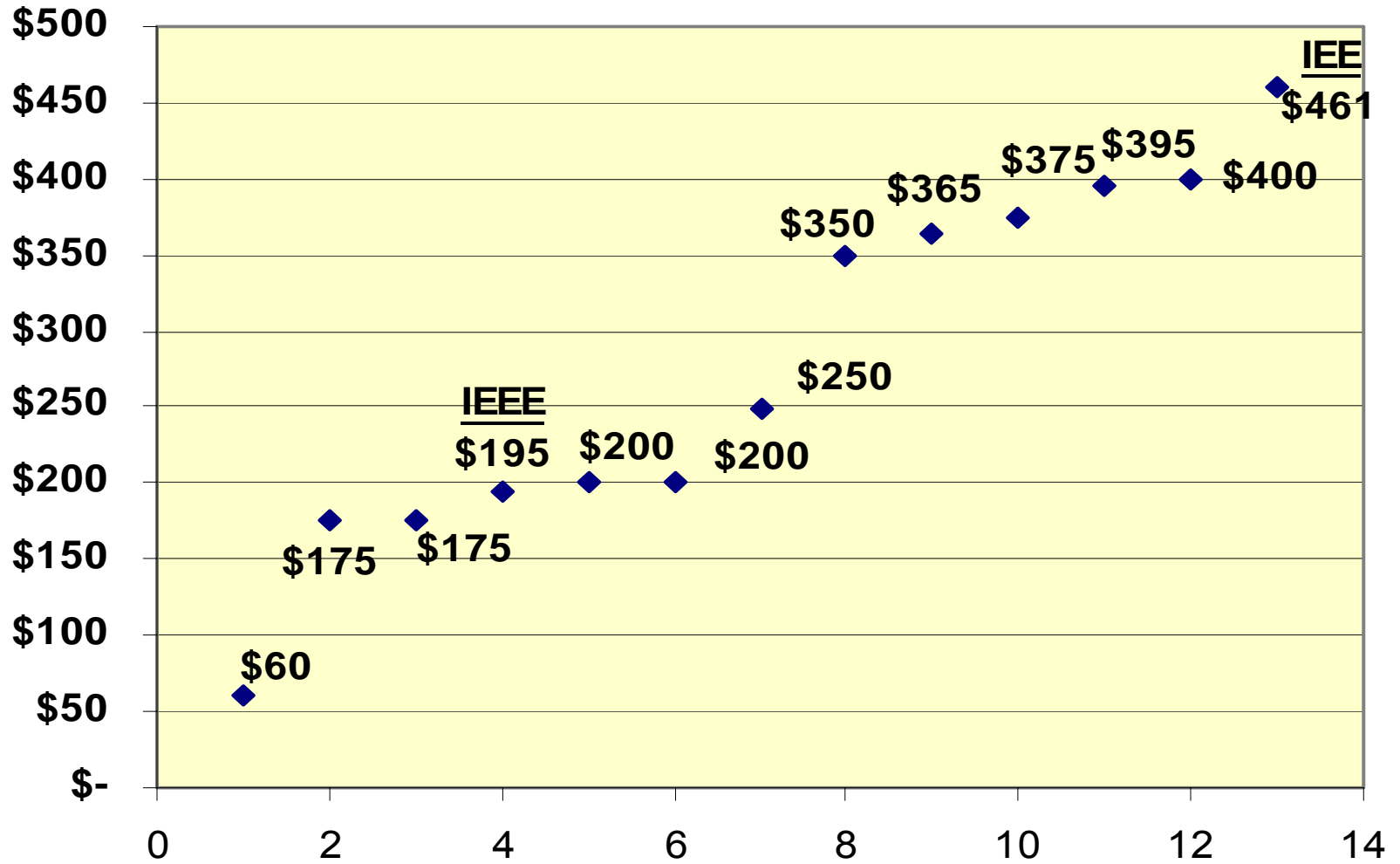


Committee Observations: Pricing to Members and Employers Is Competitive

Members — no charge

Employers — based on fee schedule

Non-Profit Job Sites: Cost to Post



Non-Profit job sites pricing

| | | | |
|--------|-------|------|-------|
| • NSPE | \$60 | ACS | \$350 |
| • ASCE | \$175 | SAE | \$365 |
| • SME | \$175 | AIP | \$375 |
| • IEEE | \$195 | SPIE | \$395 |
| • ASME | \$200 | AAAS | \$400 |
| • SWE | \$200 | IEE | \$458 |
| • IIE | \$250 | | |

Level of Job Postings On Other Job Sites

- Chronicle.com/jobs – 150 listings per day
- CareerBuilder.com – ~ 3K jobs EE, ~ 10K software
- HotJobs.com – ~ 1K software jobs
- JobTrak.com – for new and recent grads
- Careercity.com – ~ 4K software, ~ .5K electronics, ~ 1K EE's and technicians
- Jobsfed.com – ~ .6K engineering
- Monster.com – ~ 3K EE jobs, general job site – for profit – major marketing budget

Top Advertisers Today Are Defense Contractors

- Lockheed Martin
- Boeing
- Northrop Grumman
- Raytheon
- General Dynamics
- United Technologies
- SAIC
- TRW
- L-3 Communications

Increasing Use by Semiconductors and other Industries

- Freescale
- Micrel
- ST Microelectronics
- DoCo MoCommunications
- Agilent Technologies
- Bose
- Honeywell
- LSI
- Schweitzer Labs

Committee Observations: IEEE Job Site Is Financially Viable

| IEEE Job Site: Revenue & Expense 2002-2004 | | | | |
|---|-----------------|----------------|----------------------|--|
| <u>\$ in '000's</u> | <u>2002</u> | <u>2003</u> | <u>2004 Forecast</u> | |
| Revenue | \$312.8 | \$435.7 | \$750.0 | |
| <u>Expense</u> | | | | |
| Operations* | \$188.7 | \$203.1 | \$200.3 | |
| Administration** | <u>\$261.7</u> | <u>\$208.8</u> | <u>\$268.8</u> | |
| Total: | \$450.4 | \$411.9 | \$469.1 | |
| Net Income | -\$137.6 | \$23.8 | \$280.9 | |
| *Includes sales & marketing expense. | | | | |
| **Includes revenue share for IEEE Regions, Sections and Societies. | | | | |

IEEE Job Site Mission Statement

Current:

The IEEE Job Site is an online recruitment service offering IEEE members exclusive access to its real-time job-matching capabilities.

Proposed

"The IEEE Job Site is an online job-search service offering IEEE members exclusive access to a comprehensive group of job-search resources in the IEEE technical, scientific, and related disciplines."

Committee Recommendations: Meeting Member Needs

- Currently site is EE focused
 - Broaden site to include related competencies
- Increase number of jobs on site
 - More attention to smaller employers
 - Linkages to more sites — cross posting
- Limited to IEEE members — no affiliates
 - Evaluate expanding access to help IEEE Computer Society

Committee Recommendations: Marketing and Promotion

PURPOSE – increase number of postings

1. More resources allocated to promotion and marketing — more job listings
2. Directed effort for support from Sections and Societies for identifying potential customers
3. Explore more linkages to non-profit organizations
4. Evaluate options to develop a general engineering job site through AAES —
Note: can be difficult
5. Work with IEEE Industry Relations initiative

Committee Recommendations: Marketing and Promotion

6. Develop grass-roots effort — monthly incentive program
7. Evaluate Partnering with IEE — continue current discussions
8. Explore linkage to DirectEmployers.com
 - Recent job offerings:
 - 250K jobs listed
 - 51 EE jobs
 - 499 electronics
 - 500+ for managers
 - 292 software engineers
 - 500+ technicians

Committee Recommendation: Fiscal model

OPTIONS

- Function at breakeven
- Function at breakeven but work toward developing a surplus
- Fund the IEEE Job Site through IEEE's Initiative program

RECOMMENDATION

- Function at breakeven but work toward developing a surplus

Decision Rationale

- The Committee sees no reason to give employers free access to post their job requirements.
- Job site activities are cyclical – need to avoid building an organization that may not be needed in the future.
- IEEE Media has demonstrated that a surplus can be generated at the current pricing structure.
- Some of the promotion of the job site must come from IEEE members – we need to develop an incentive program.

Set the stage for a standing committee

ASSUMPTIONS

- Job Site is a worldwide Site
- Job Site is a member benefit
- Job Site needs will be governed by the economy

JOB SITE REQUIRES:

- Technical and business input from members
- Broad IEEE representation
- Investment in marketing and promotion
- Short- and long-range plan
- More visibility within IEEE

Responsibility and accountability

OPTIONS

- Remain in PSPB – IEEE Media provides the marketing and sales function
- Move to RAB – IEEE Job Site is a member service and RAB includes all IEEE regions
- Move to IEEE-USA – too close an association to USA operations to be considered a worldwide job site – IEEE-USA expertise regarding job site and other related competencies should be integrated into future job site activities

Committee recommendation

- Give IEEE Job Site responsibility to RAB
- Establish a broad-based but active standing committee with defined responsibilities to guide the expansion of the IEEE Job Site – include TAB and IEEE-USA

ASSUMPTIONS

- RAB will use the current services of IEEE Media on a contractual basis
- RAB with IEEE Media will develop a strategy for expanding IEEE job offerings to members
- RAB with IEEE Media will develop a long-term business plan

Next Steps

- Work with PSPB and other interested parties to determine best organizational structure going forward
- Ask staff to evaluate current recommendations and develop a work plan for implementing recommendations that are feasible with current resources.