

Community Job Network™

A Proven Path to Success

The Objective

Having delivered employee recruitment programs to communities across the United States for more than fifteen years, experience has shown that the most crucial component to a successful program is broad member participation. Just as your chamber gains strength through membership growth, your community job site with NationJob becomes more valuable and effective with each additional employer that participates. With a minimum investment of time by staff, the chamber will benefit from: increased membership recruitment and retention; non-dues revenue, and a proven economic impact in the local community.

Under the NationJob program, chamber members receive personal service in listing and updating all current job openings on a local chamber web site. This full-featured site includes company and community information and detailed job search functions. The site is also tied into our national network of web sites reaching millions of job seekers locally, regionally and nationwide. Employers save money; workers and their families are attracted and retained in your community; and every chamber member benefits.

Key Points

1. **Low cost.** Investments from key chamber members combine into one flat annual threshold amount to create an affordable employee recruitment program for all members to utilize. Employers investing in the chamber program pay significantly less than if they purchased the NationJob service directly. Some organizations participate simply to support local economic development and growth in the community.
2. **Non-dues revenue.** Once the individual investments collected by NationJob reach the annual threshold amount, 15% of these dollars are paid to the chamber. For any dollars collected for services beyond the annual fee, a 25% share is paid to the chamber.
3. **Every member benefits.** After the program is funded, the chamber has the option to offer the service free to members –a great tool for chamber membership sales and retention! The chamber may choose to require payment from employers above a certain size. Third party recruiters who post jobs for their clientele are required to be investors.
4. **Easy to implement.** The chamber needs only to get the community key decision makers together for a one-hour presentation. Larger employers and community leaders such as hospitals, banks, manufacturers, utilities, school districts, city and county governments, and economic development groups are all likely participants. During the meeting we explain the program, the benefits and value for their company, and answer all their questions. The rest of the day; the CEO of the Chamber and the NationJob representative meet with key decision makers who could not attend the meeting. Companies who chose to participate can utilize the service immediately.
5. **Benefits for the entire community.** As our case studies and references attest, this program benefits everyone. Companies save on recruitment costs. Chambers add and retain members. Schools gain a career counseling tool for students. Development groups have a tool to help attract new companies. Residents, prospective residents, and trailing spouses find jobs. The economy grows. We can prove it.

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Program Cost and Funding:

The cost of your Community Sponsorship Program is based on the population of your community.

<u>Population</u>	<u>Threshold</u>
0-25,000	\$10,000
25,001- 50,000	\$20,000
50,001 - 100,000	\$30,000
100,001 - 250,000	\$40,000
250,001 - 500,000	\$50,000
500,001 - 750,000	\$60,000
750,001 - 1,000,000	\$70,000
Above 1,000,000	Varies

This program is designed **NOT to be paid out of the chamber budget.** Funds generally come from:

1. Organizations concerned with economic development

The Community Sponsorship Program furthers the goals of these organizations:

- **Economic development groups**, whether they are private consortiums or government departments, recognize that improving labor availability is a key to economic growth. They also recognize the positive economic impact of new workers relocating to the community.
- **Utility companies** promote economic growth through programs designed to stimulate business recruitment and expansion, as well as local population growth.
- **Banks** want to increase their potential customer base while helping to satisfy federal requirements under the Community Reinvestment Act (CRA).
- **Workforce boards** see value in enhancing their current services with more access to higher-level jobs and nationwide candidates.

Some of these organizations also have their own recruiting needs. All of them can benefit from the additional, positive exposure that comes from sponsoring a successful program that helps so many people and employers.

2. Major Employers

Companies can simply redirect their current budgeted funds for employee recruitment to this program. Participating in the NationJob/chamber program saves them 60-90% off the standard corporate rates.

Participants receive an unbeatable package of benefits:

- Unlimited job listings (unlimited length) for a year along with a company profile
- Jobs posted to the chamber website; nationjob.com; 40+ Industry Specialty sites; and regular e-mails to over 1,000,000 subscribing job seekers
- "Featured Employer" logo, logo in jobs and profile and Custom Jobs Page including custom e-mail update service
- Comprehensive customer service support, data entry, and update service

Why not

Let your members learn first-hand how this community program can assist in their recruiting needs while helping make their community stronger. Are you ready to bring your key members together for a meeting and let them judge for themselves?