ANN's New Nonprofit Online Career Center Proposal
(Job Board)

History

As many of you know, *Nevada Nonprofit News* (Deanna Ackerman's creation) closed its doors March 31, 2013. Phil asked Deanna if there were any main services that the *News* provided that ANN should consider taking over. One of the services she mentioned was a "job board." Aside from posting events, we receive requests to post jobs more frequently than any other service.

In June 2013 on an Ally teleconference with the National Council of Nonprofits, Phil mentioned ANN's interest in exploring a job board. Jennifer Chandler told him that most state associations have partnered with JobTarget.
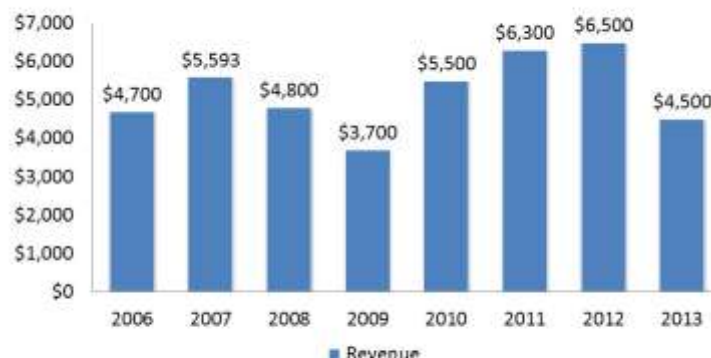
As part of his research:

- Phil has clarified services JobTarget twice in July.

- Phil has reviewed 11 state associations of nonprofits who are using JobTarget: Alliance of Arizona Nonprofits, Connecticut Association of Nonprofits, Florida Association of Nonprofit Organizations, Hawai'i Alliance of Nonprofit Organizations, Idaho Nonprofit Center, Kentucky Nonprofit Network, Montana Nonprofit Association, Nonprofit Association of Oregon, Pennsylvania Association of Nonprofit Organizations, South Carolina Association of Nonprofit Organizations, and Wisconsin Nonprofits Association.

- On July 12, Phil spoke with Brad Robinson, Member Services Director with Montana Nonprofit Association (MNA). Brad started the MNA Career Center with JobTarget back in 2005. Brad speaks highly of JobTarget. MNA generates around $5,000 per year with the program. It is a high ROI since few association resources are needed to sustain the program.

  Brad sends out a monthly eBlast to employers and job seekers. He also sends an eBlast 4-5 times a year to the larger list to remind members and non-members of the service. Click here for a sample of the email Brad sends.

  Additional revenue might be generated through banner ads, text ads, and other advertising for display on ANN's Career Center site. Phil is following up with Kentucky Nonprofit Network about their experience using banner ads.

  A summary of the annual revenue generated through the partnership Montana has had with JobTarget since 2005 appears on Page 2:

Revenue – MNA Career Center

Montana Nonprofit Association (MNA)
As Per Brad Robinson (July 12, 2013)

- Originally, Phil was pursuing an alternative method of creating its own site using a WordPress JobBoard Plugin and DirectoryPress theme. However, it would cost ANN more up front. It requires ANN to recruit and hire a Virtual Assistant (VA) to handle set up, updates and maintenance. Besides, the JobTarget partnership would have far more benefits with fewer disadvantages.

Please refer to this comparison:

	Vendor 1 - JobTarget* (Recommended)	Vendor 2 - ANN VA Model
Cost to build out	No up front cost. $1,000 is taken out of proceeds.	$250 (hosting, plugin, theme, header) + Approx. $550 (set up hourly) + $150 annual
Revenue split - Postings & Resumes	70% ANN 30% JobTarget	100% ANN minus Maintenance Fee
Revenue split - Corporate Sponsors	90% ANN 10% JobTarget	100% ANN minus Set Up & Take Down Cost (Hourly)
Propagated job listings	Uses database w/ 90% of job availability (job filling). Automatically update.	Would need to start from scratch. Needs to propogate (Hourly Rate)
Start Up Date	9/15/2013	9/1/2013
Website	On JobTarget Server	On ANN's Hosting Account
Search Engine Optimized	Limited to keywords on JobTarget-hosted page	Can be maximized with SEO plugins, monthly/quarterly traffic reports
Marketing	Needs marketing plan to address "job seekers"	Needs marketing plan to address "job seekers"
Service Area	State-Wide + Other States	State-Wide
Member/Non-Members Rates: Post	$39/$149	$39/$149
Member/Non-Members Rates: Resume	$30/$65	$30/$65
Additional Services	Multiple Listing*	Multiple Listing* (same)
Track Record	http://www.nonprofitjobboardnetwork.com/site/nonprofitjobboardnetwork/members.cfm	None (except VA and website experience)
Customer Service	Included	Need to Pay Hourly
Technical Support	Included	Need to Pay Hourly
Credit Card Processing	3.5%	5-5.25%
Widgets	Facebook, Twitter stream, LinkedIn (pull profile into resume ... free)	None
Career Coaching	Email is free with a 24 hour turn around	None

Recommendation

Phil recommends JobTarget, a leader in online job websites and career centers serving nearly fifteen hundred organizations, for 5 primary reasons:

- ANN has not budgeted for a job board/career center. Fortunately, there is no up front, out-of-pocket costs to ANN for the JobTarget-hosted job board. Set up costs ($1,000) are taken out of revenue generated. Minimal ANN resources will be needed to market and launch the job board.

- JobTarget comes highly recommended by the National Council of Nonprofits and Montana Nonprofit Association (MNA). They have a proven track record with partnerships with 11 state associations of nonprofits. Click here for list. (Click on the name on the list, and you will go to the JobTarget-hosted page for each association.)

- ANN's site will be launched "job ready." This means that the site will be already propagated with many job listings before it goes live. JobTarget uses a database to "job fill" with 90% of all jobs available. Jobs are automatically updated.

- JobTarget handles 100% of the technical support and customer service at no additional cost.

- ANN's new career center site can be ready to launch within 6-8 weeks from receiving the signed contract. Click here to view agreement between ANN and Job Target.