

CASE STUDY

Veterinary Emergency and Critical Care Society

“We’ve had a lot of partners, but I’ve never had an experience like I’ve had with YM Careers.”



300% increase in revenue



Increased member value and engagement



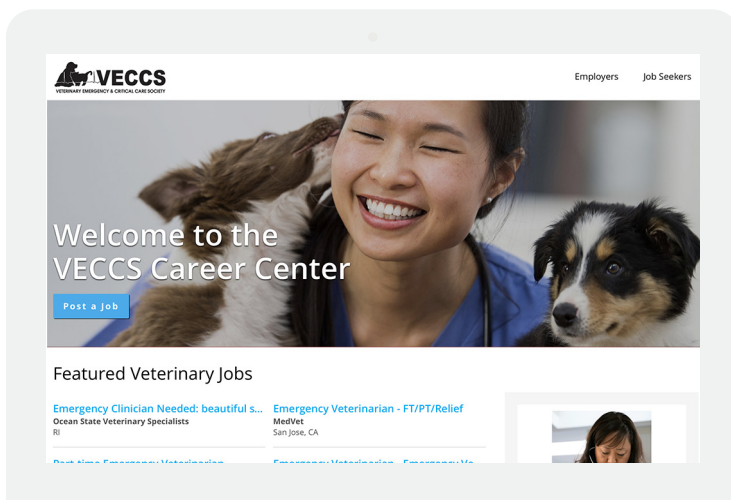
Ability to fund valuable member programs

“YM Careers laid it out and gave us no way to lose.”

The Veterinary Emergency and Critical Care Society (VECCS) moved from using their in-house online job board to partnering with YM Careers for turnkey job board software and career services. The YM Careers team showed VECCS how their association could provide members with an invaluable career resource while driving more revenue.

After a smooth rollout of their new YM Careers-powered online career center, VECCS has increased member engagement, boosted revenue by 300%, and continued to provide added career resources for members – all with no added work for VECCS staff.

Over the years, the team at YM Careers has worked closely with VECCS to create new member offerings such as Career Benchmark Dashboards and the Association Placement Service to create even more benefits for members and solidifying their career center as the ultimate career destination for the veterinary industry professionals.



YM Careers Solutions

World-class member career development destination on a modern software platform

Dedicated sales support to drive employer signups and revenue

Expert marketing strategy support to drive member engagement

New revenue-driving products including Job Flash™ emails and recruitment guides

New member career planning resources like Association Placement Service and Career Benchmark Dashboards

“As with all things YM Careers, we don’t have to do much. Everything is being handled, and handled well, so it is absolutely a win for us.”

Lauren San Martin,
Marketing and Membership Director, VECCS



Summary

VECCS wanted to upgrade their job board to provide a better member online career center while generating more revenue. As the veterinary industry faces skyrocketing demand and a shortage in veterinarians, VECCS members needed a reliable career resource.

With a small staff, VECCS also needed a partner who could manage everything related to sales and marketing so they implemented the job board software and career services from YM Careers to accomplish all of their goals.



Challenges

With the YM Careers customer marketing and sales teams, VECCS now provides members with Job Flash™ email alerts, recruitment guides, and more to help members grow their careers. VECCS utilizes the Association Placement Service to provide members with personal recruiters who find them their dream jobs. And, through Career Benchmark Dashboards, VECCS gives members and employers unprecedented career and industry insights to make informed career decisions and become employers of choice.



Results

In addition to increasing member value and engagement, VECCS has seen a 300% increase in revenue. This revenue boost for the small staff association has given VECCS a crucial replenishment of resources all while providing their members a true career destination, especially in a time of need.

VECCS continues to embrace YM Careers' ideas for improving member value and driving revenue. Now, the small staff counts on the outstanding YM Careers customer success team to handle all of the details.

“YM Careers helps us make our career center a better offering for our members while driving more non-dues revenue from it – all without extra work on our part.”

Lauren San Martin

Marketing and Membership Director
VECCS

About VECCS

Founded in 1974, the Veterinary Emergency and Critical Care Society (VECCS) promotes the advancement of knowledge and high standards of practice in veterinary emergency medicine and critical patient care. VECCS serves about 6,000 members.

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