

**4 STEPS TO BECOME THE
ULTIMATE
CAREER
DEVELOPMENT DESTINATION
FOR YOUR MEMBERS**



as simply a place to post and find jobs, you're missing out on an opportunity. Your career center can be so much more.

profession can plan, research, and develop their careers. It can also give employers access to highly qualified candidates to fill jobs that require specific skills and knowledge. And, by providing the value your members want and the capabilities that companies in your industry seek, your association benefits as well.

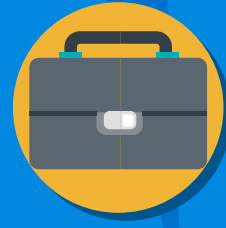
center that will make your association the ultimate career development destination for your members:

Step 1

Connect job seekers with hiring managers

Use job board software built for associations

up an online job board that supports job seekers, employers, and your association:



- Easy job search

- Job matching emails
- Job recommendations based on prior searches



- Easy job posting

- Candidate screening and management
- High ROI products – such as job alert emails, banner ads, and search engine promotions – to maximize exposure of job postings



- Advanced

- and analytics for deep insights into job board sales, performance, and user behavior

associations than any other job board provider.

Member Engagement and Loyalty Study, by Community Brands



Step 2 Deliver career insights

Deliver career insights

Allow your members to dig deeper into data about their potential careers – giving them the insights they need to move forward or

- Career descriptions
- Activities performed in each role
- “Day in the life” videos
- Typical education levels for each role
- Salary benchmarks
- Salary benchmarks
- Unemployment data
- Occupational outlooks
- Employment statistics using local, state, and nationwide averages
- Related occupations



With these proven approaches and modern software, your association can become the **ultimate career development destination** for your industry or profession.

Step 3 Provide career resources and advice

Give your members the support they need to land the jobs

they're seeking. Include resources and guidance with your job board, including:

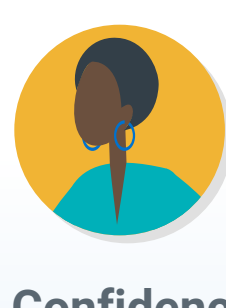
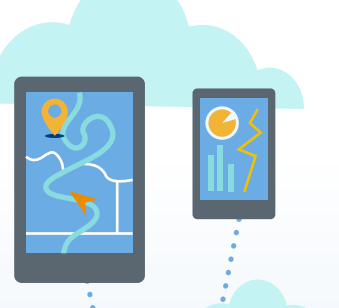
- Résumé review
- Career coaching
- LinkedIn integration
- Professional education recommendations

Career advancement benefits are **“very important”** to members across all stages in their careers, and especially

Association Trends 2020: From Disruption to

Step 4 Offer a career pathing tool

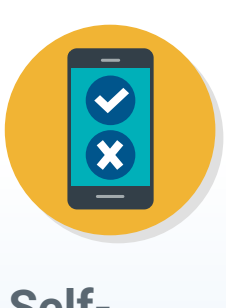
Provide your members with an online tool to visually map out and achieve their career aspirations. This approach delivers multiple benefits to your members:



Confidence

To plan the next

step in their careers with the assurance that it will help them reach their career goals.



Self-assessment

They can evaluate their skills, determining what professional education and experience they need to move forward.



Tailored action plan

They can design their own career action plans, including next steps for learning, training, and experience to reach their career goals.

and counting, bringing
d association market.
board network in the

YM Careers to provide a valuable member service, acquire and engage new members, and generate non-dues revenue.

Start supporting your members from

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