Today’s Recruitment Landscape

Prepared for the Iowa Board of Regents
WHO WE ARE

PRINT ADVERTISING
110+ newspapers in local communities across the United States, including Des Moines Register

DIGITAL ADVERTISING
Our website is a top online and mobile source for local news & information

JOB BOARDS
Programmatic solution that targets matched candidates, plus access to industry-specific boards

CUSTOMER SERVICE
Dedicated team assigned to you that understand the market and can be reached via phone or email

DIGITAL MARKETING
> Social media management
> Web development
> Email campaigns

PARTNERSHIPS
Recognized by Google & Facebook as premier partners
We are America’s largest news gathering organization, reaching 111 million unique visitors per month. That makes us more popular than BuzzFeed, Yahoo News, Huffington Post, and Google News.
13.8 MILLION Average Monthly Page Views

2.3 MILLION Average Monthly Unique Visitors

- Easily Read on Desktop, Tablets or Smartphones
- Includes Photo Galleries and Videos That Drive More Traffic
We Know Recruitment in Iowa

- Total-one stop solution with the power of the largest recruitment & advertising agencies
- Our group specializes exclusively in recruitment solutions
- Customizable solutions and personal consultation
- Agency services without the fees
Recruitment Today
This Isn’t Your Father’s Labor Market...
Organizations have seen a radical change in how they connect with qualified candidates.

**FACT: 76%** Of full-time employed workers are either actively looking for a new job or are open to new opportunities.

- Smaller active candidate pool (unemployment rate)
- More Millennials in the workforce
- Social media & ‘fragmentation’
- Rise of employment branding
Nation is nearing “full employment”

6.17 Million job openings nationally

Iowa has the 10th lowest unemployment rate in the country

State Unemployment Rates:

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>5.0%</td>
</tr>
<tr>
<td>2017</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

(September figures)

(Bureau of Labor Statistics JOLTS Report, BLS)
Tech-sophisticated and innovative workforce

Now the largest segment in the workforce – 33%

• 90% are on social media
• 90% watch online videos
• 69% of Millennials use mobile devices to research jobs

FACT:
Many entered the workforce during Great Recession. That means they had to turn to non-traditional means to look for work (social media). The recession is over, but their job-seeking habits haven’t changed.

Source: Bureau of Labor Statistics; eMarketer
Today's job seekers use an average of **16 resources** to research & apply for jobs.

Since 2005, the number of U.S. online job seekers has **doubled**.

Use of social media recruitment has jumped **54%** in the past five years.

79% of job seekers use social media in their job search – **86% of Millennials**.

Source: CareerBuilder; SHRM; Pew Research Center, Glassdoor
Recruitment Solutions

EMPLOYMENT BRANDING

- **64%** of candidates research a company before applying
- **91%** say employment brand is a big factor in whether or not they apply to a job
- **69%** won’t take a job with a company with a weak employment brand – even if they’re unemployed
- **84%** of employed people would consider switching jobs for a company with a great reputation

Source: CareerBuilder; CR Magazine
After a large spike in 2010, postsecondary enrollment is expected to return to steady growth through 2020.

**Growth Factor:** The rate of development of online courses is making higher education increasingly accessible.

2.3% Forecasted annual increase of industry revenue through 2020

(IBIS World Report #61131a)
Postsecondary education faculty and staff are more difficult to hire than other occupations. In some of the most tightly-contested areas, there are fewer than 10 potential candidates per open position nationally.

26.8
Potential postsecondary education candidates per opening nationally

(Wanted Analytics)
A female-dominated field

Education, training, and library occupations employ 56.2% more women than all occupations.

Education administration positions are more likely to be held by men but remain overwhelmingly female overall.

(Bureau of Labor Statistics)
Solutions

How Recruiters Are Reaching Today’s Top Talent
OUR SOLUTIONS

Print

Remains a powerful tool for raising awareness of employment brand

Des Moines Register

299,000 Sunday Readership

192,000 Daily Readership

• Remains the most trusted local media brand for information statewide

• Covers all counties in Iowa, with a focus on Polk, Dallas, Story, and Warren counties

SIZES
- 2x3
- 2x4
- 3x5
- Quarter Page

PUB. DAYS
- Thursday
- Friday
- Saturday
- Sunday
Recruitment Solutions

OUR SOLUTIONS

Digital Ads

(Sometimes called “Banners”)

- Connect with “passive” candidates who may not be actively looking
- Can be retargeted to an active audience
- Reinforces your print advertising and other digital outreach
- Available on all digital platforms -- desktop, mobile, and tablet

<table>
<thead>
<tr>
<th>DESKTOP</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions Packages</td>
<td>Impressions Packages</td>
</tr>
<tr>
<td>145,000</td>
<td>50,000</td>
</tr>
<tr>
<td>100,000</td>
<td>35,000</td>
</tr>
<tr>
<td>70,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>
Digital Ads: Desktop Options

Pushdown Ads

• Large ads “push down” the content on the homepage
• Leaves the ad as the dominant element on the page
• If user closes the ad, a smaller, static ad remains at the top
Digital Ads: Mobile Options

First Impression
Ad dominates content for every user of a website

Geo-Fencing
Ads can target people in a specific geographic location, like at sporting events or job fairs

Rich Media
Ad includes video or interactive features
Emerging Online Solutions

Targeted Job Boards
Campaigns that distribute jobs based on matching technology

Social Media
Recruitment-specific Facebook pages and targeted advertising

Pay-Per-Click
Advertising on Google and search engines

Branded Content
Sponsored online articles that boost employment brand
QUESTIONS?
Thank you for your time!