

Future Shock: State of the Recruiting Art in a 2.0 World



November 2008

The Perfect Storm...

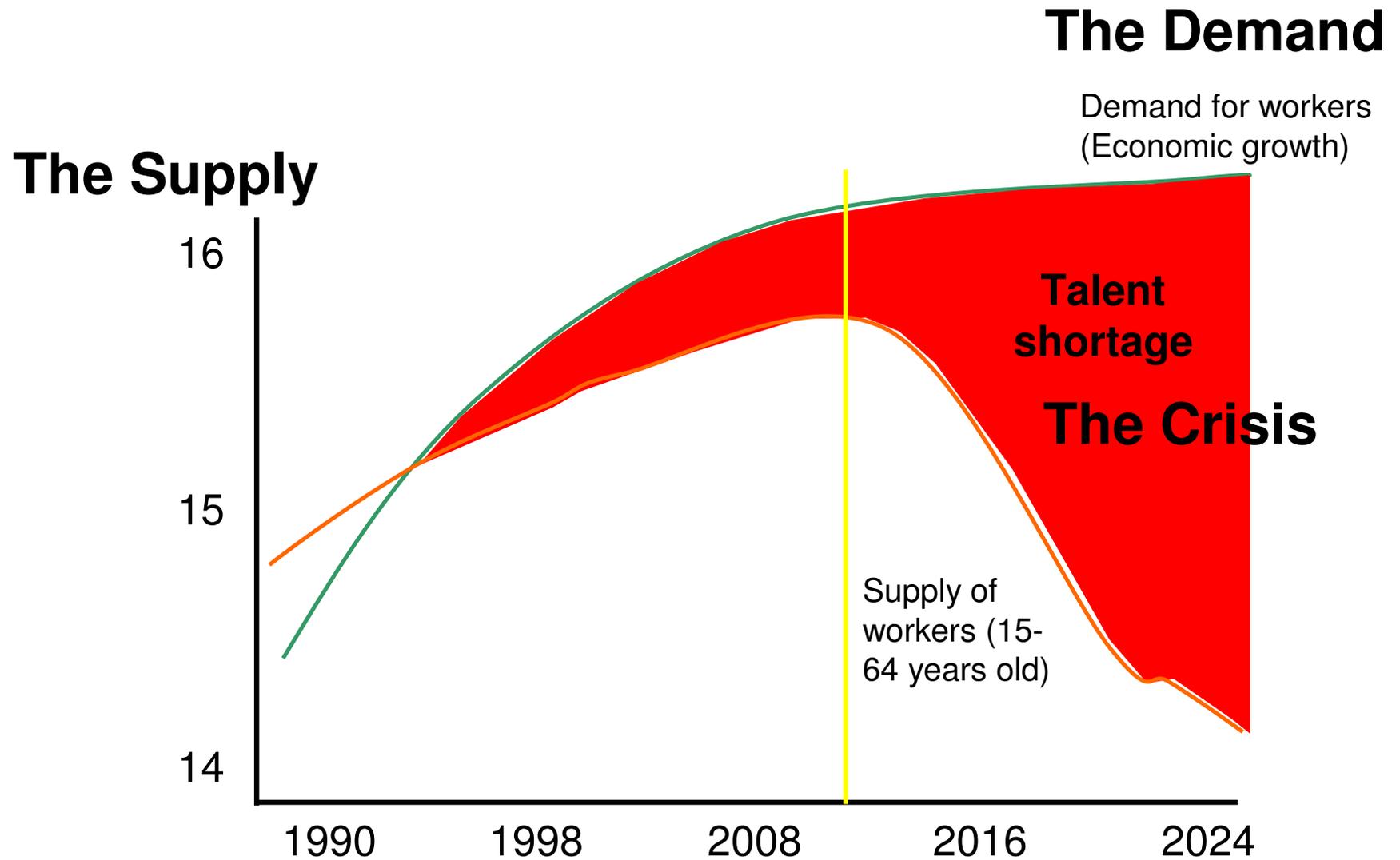


The talent pool is shrinking....



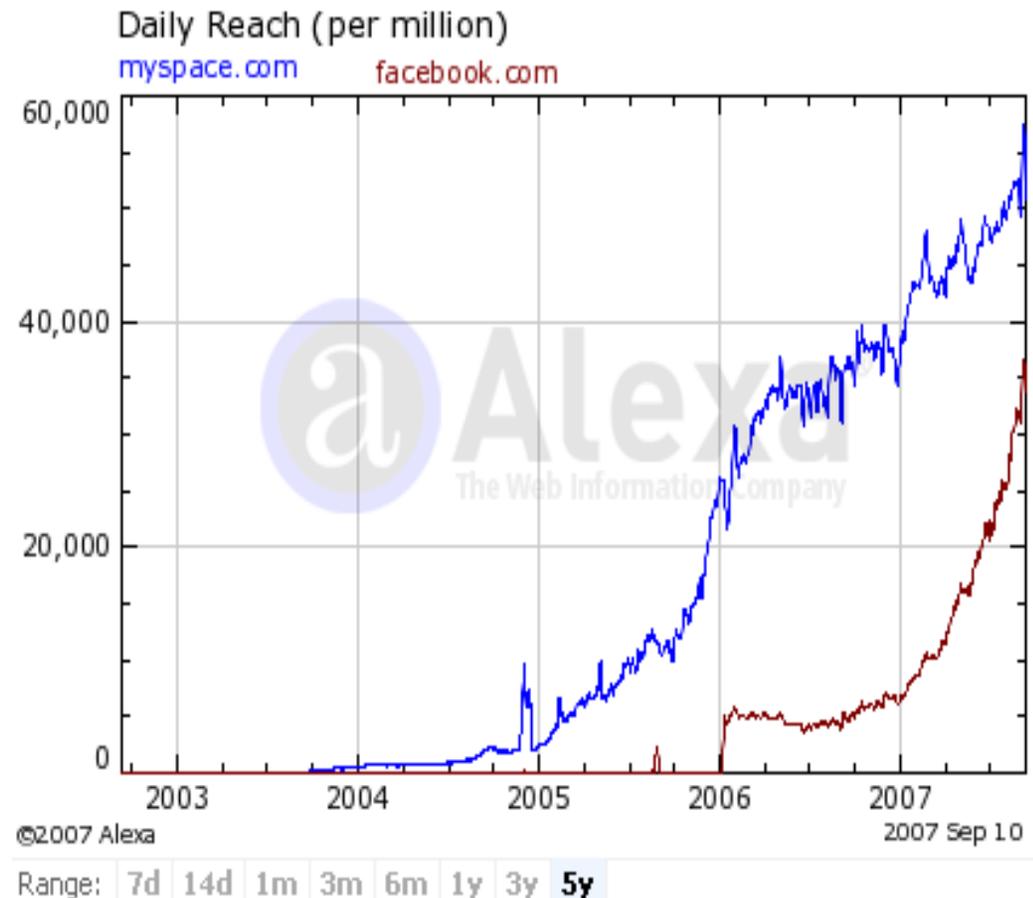
**How does this
really impact
you?**

Supply and Demand



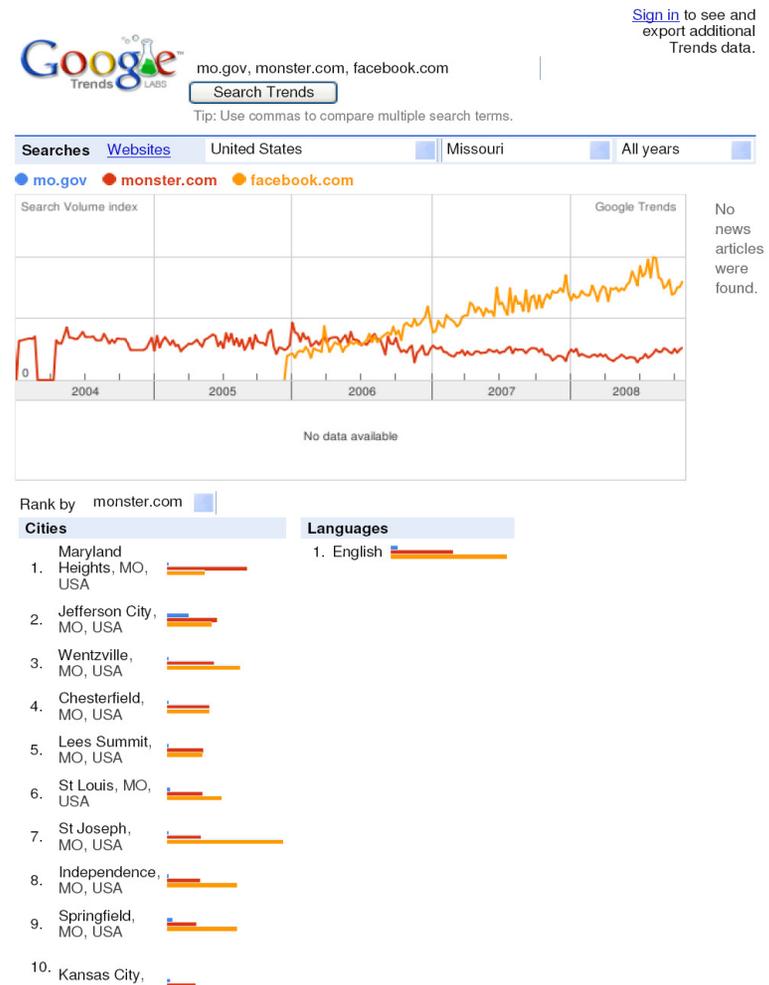
5 Years = Seismic Shift to a 2.0 World!

- .03% Have a landline phone compared with 82% of the general population.
- 99% Have a mobile phone
- .05% read the newspaper
- 0.3% of college students have landline phones, compared with 82% of the general population
- 89% of the 2008 incoming class applied online vs. 33% in 2003
- 99% of freshmen join Facebook groups before hitting campuses looking to meet other incoming students online vs. a orientation!
- Facebook & Myspace: 0 to over 60 Million daily visitors daily in 5 years!
- How do you use this to your advantage?
- Ignoring these trends will result in ever diminishing applies both in numbers and in quality.



Having a Website is a Given. But How Do You Get People to Visit?

- Having a web presence, mo.gov, to which you can *direct* traffic is good. Question: How are you getting them to visit?
- Monster has partnered with Facebook, eBay, ESPN, Comcast, etc. to attract this “passive”, virtual, 2.0 social network community.
- See graph at right for traffic from all Missouri traffic by city for mo.gov, Monster, Facebook.



<http://www.google.com/trends?q=mo.gov%2C+monster.com%2C+facebook.com&ctab=0...> 11/6/2008

***Changing times
requires changing...***

monster[®]

The railroad is coming...



"Change. It has the power to uplift, to heal, to stimulate, surprise, open new doors, bring fresh experience and create excitement in life. Certainly it is worth the risk."

Leo Buscaglia

Monster Job Matching Site Solution

USA Jobs – A Case Study

USAJOBS® USAJOBS is the official job site of the United States Federal Government. It's your one-stop source for Federal jobs and employment information.
"WORKING FOR AMERICA"

Search Jobs My USAJOBS Info Center Veterans Forms Employer Services HELP

NEW TO USAJOBS? > Your career in the U.S. Government starts here!
Explore the 26,721 Federal jobs in the USAJOBS database.

SEARCH JOBS
What: (Job title, keywords) Where: (City, State OR Zip Code)
SEARCH CREATE

CREATE RESUME
Create and store a resume for applying to Federal jobs. It's fast, and makes it easier for an employer to find you!

What did you do at your job today?
Discover an exciting job that makes an impact!

FEATURED JOB
Financial Management Service
A rewarding challenge assisting FMS in maintaining a workforce that handles the Government's central payment services.

FEATURED EMPLOYER
U.S. Patent and Trademark Office
The USPTO is at the cutting edge of our nation's technological progress and achievement.

JOBS IN DEMAND
Are you the person we're looking for?

IT EXCHANGE PROGRAM
Private Industry and Federal agencies learning from each other!

Resources for People with Disabilities
» Resources and information for your job search.

Homeland Readiness and Security
» Protect and serve to preserve our Nation's security.

e-Scholar
» A variety of educational opportunities offered by Federal Government Agencies.

Information Center NEW
Your information one-stop for Federal hiring!
» Hiring Process » What are People Asking?
» Career Exploration » USAJOBS Orientation

¿Habla Español?
Para saber más de las oportunidades de empleo, iniciativas, y novedades.

Learn More About
» How to begin your career in the U.S. Government
» Working for America
» Federal Employment Benefits

Government Links
» USA.gov
» The White House
» Explore Federal Agencies

STUDENTJOBS.gov
BUILDING AMERICA'S FUTURE

- USA Jobs is the federally mandated job site for US Federal Government jobs
- Monster implemented USA Jobs in 2004 based on core Monster technology
- Performance measures in every category since have skyrocketed

OhioMeansJobs Online Career Solution

- **All employers* in Ohio may search the Monster.com resume database for job seekers who are:**
 - Located in Ohio
 - Living within 50 miles of the Ohio border
 - Not located in Ohio, but have targeted Ohio as a desired location for employment
- **Ohio OneStop staff may search the national Monster.com resume database****
- **Ohio employers and OneStop staff may create resume search agents to be proactively notified of new resumes matching their needs**
- **Includes Monster Advertising to drive job seekers and employers to OhioMeansJobs**

Ohio careers

Enter the job title that you would most like

SEARCH



Hottest Openings Manufacturing Technicians are the hottest in Cleveland with 35 or more current openings...

My Ohio Career Recommendations

Jobs that you should see!

[Manufacturing Technician](#)
Engineering and IT Solutions Inc.

[Assistant Controller - Manufacturing](#)
Ajilon Finance

[Manufacturing Shift Supervisor](#)
OHM Systems

[Manufacturing Team Leader](#)
Procter & Gamble

[Manufacturing Technician](#)
Engineering and IT Solutions Inc.

[View all job recommendations...](#)

Featured Job

Executive Director, Ohio NextGen Network Authority...

Building on Ohio's strong tradition of collaboration, we will establish the Ohio NextGen Network to manage long-term oversight and planning of Ohio's high performance network. This will ensure that the network remains true to its initial goals: to support higher education and [more...](#)



Featured Employer

Rolls Royce North America...

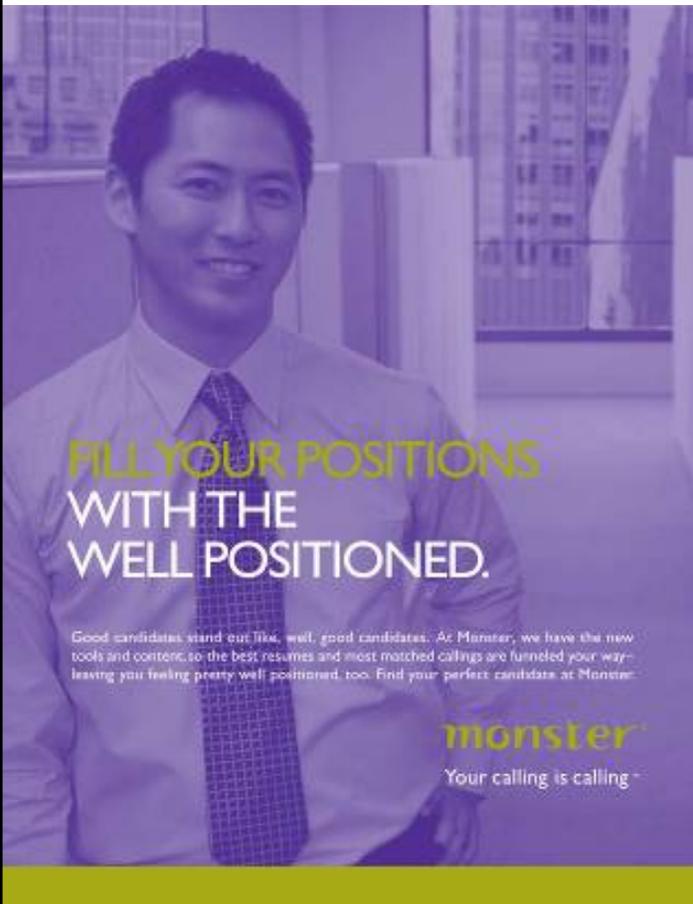
A trusted leader in land, sea and air power solutions worldwide, Our employees have backgrounds in various areas: engineering, supply chain management, manufacturing management, logistics, finance, human resources, customer support, legal, and communications. [more...](#)



MY OHIO CAREER | SEARCH JOBS | EMPLOYER
FAQs | PRIVACY POLICY | HELP | SITE MAP | CONTACT US

Solution Value to Ohio

Ohio meansjobs.com



- Establishes Ohio as highly business-friendly
- Reduces cost of employment for Ohio employers
- Maximizes Ohio job seekers' ability to find jobs and get discovered
- Embraces new rules of the game by allowing employers to directly source candidates
- Connects Ohio with Monster – the most widely-recognized brand in the industry by employers and job seekers

***Navigating Changing
Times- Actionable
Research***



Monster is the *Grand Central Station* for Labor



- More job seekers and employers use Monster than any other labor market transaction source
- More job seekers
- More employers and job postings
- Access to data and insights that is not available anywhere else
- Better data for better decision-making
- Monster.com is a trusted and highly renowned *global* brand

Questions We Can Help You Answer

What businesses are showing warning signs of economic stress?

What skills do businesses need right now?



What are our talent surpluses and deficits?

How is our economic development strategy impacting our labor market performance?

Sample Research Data



Sample Research Data



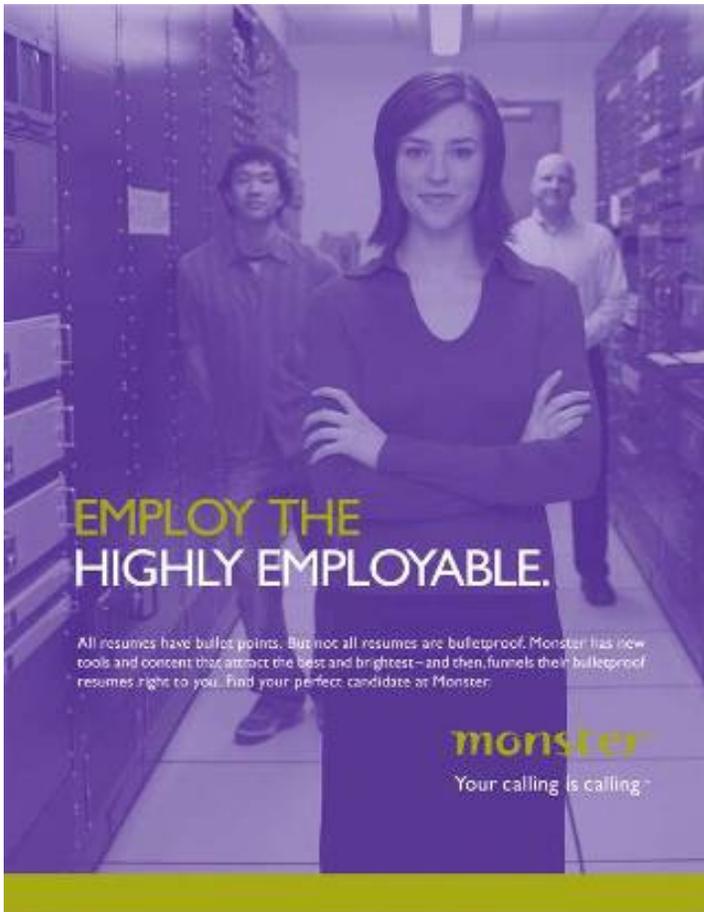
Sample Research Data



Sample Research Data



Better data....better decisions....better performance!

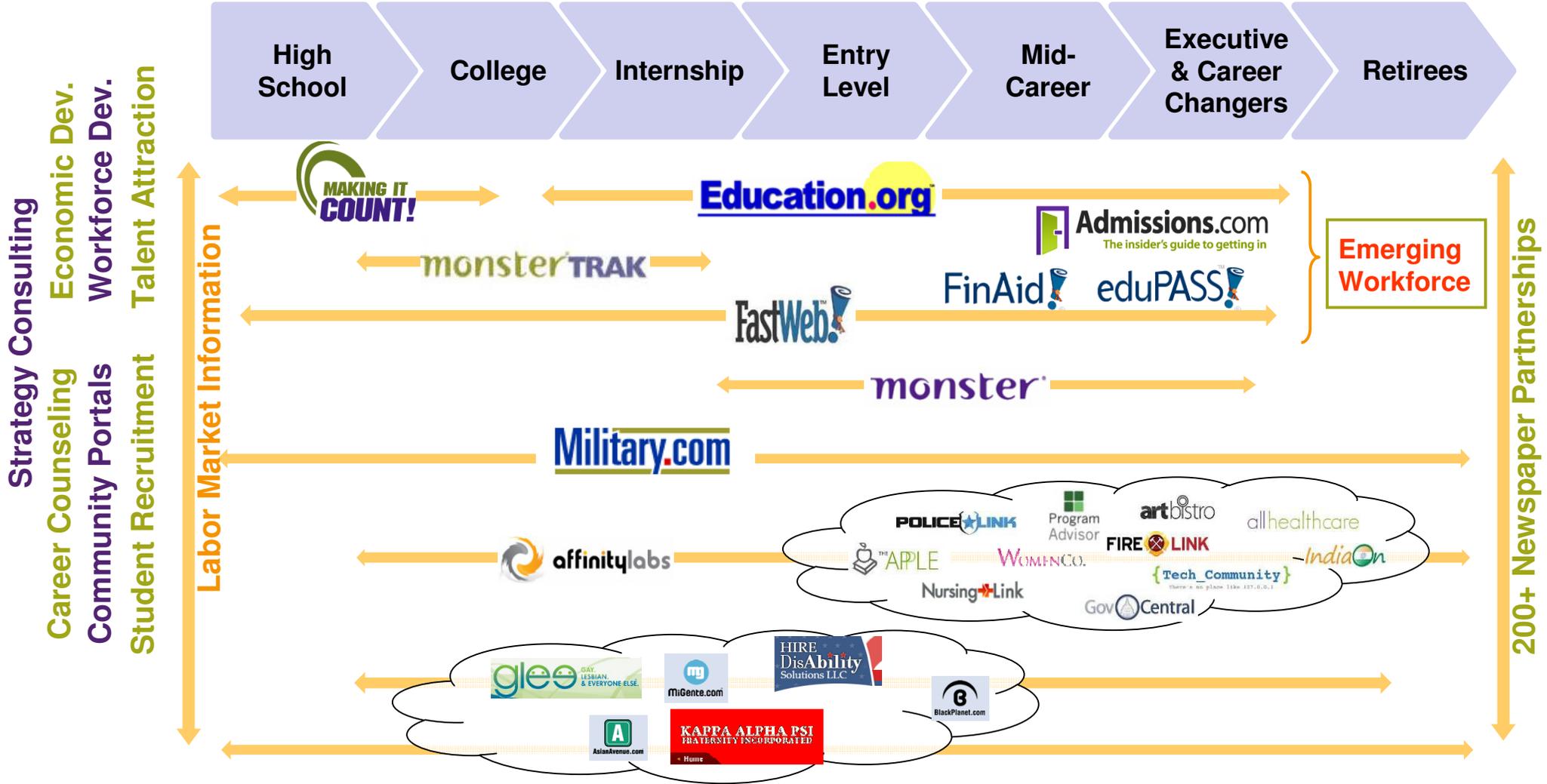


- Better Labor Data Leads to Better Performance
- Research drawn from the world's largest talent supply and demand source
- Association with the most reputable name in the industry: Monster Worldwide
- Dedicated team of MGS Research Analysts that understands workforce and economic development
- Essential Guidance
- Provides News Networks with MEI, Monster Employment Index
- More accurate, timely, and cost-effective than DOL Bureau of Labor Statistics data.
- **Actionable data.** Contact the talent you need.
- Identify education and training gaps in Missouri to guide curriculum development in K-12, Colleges, Universities.

The Power of Monster

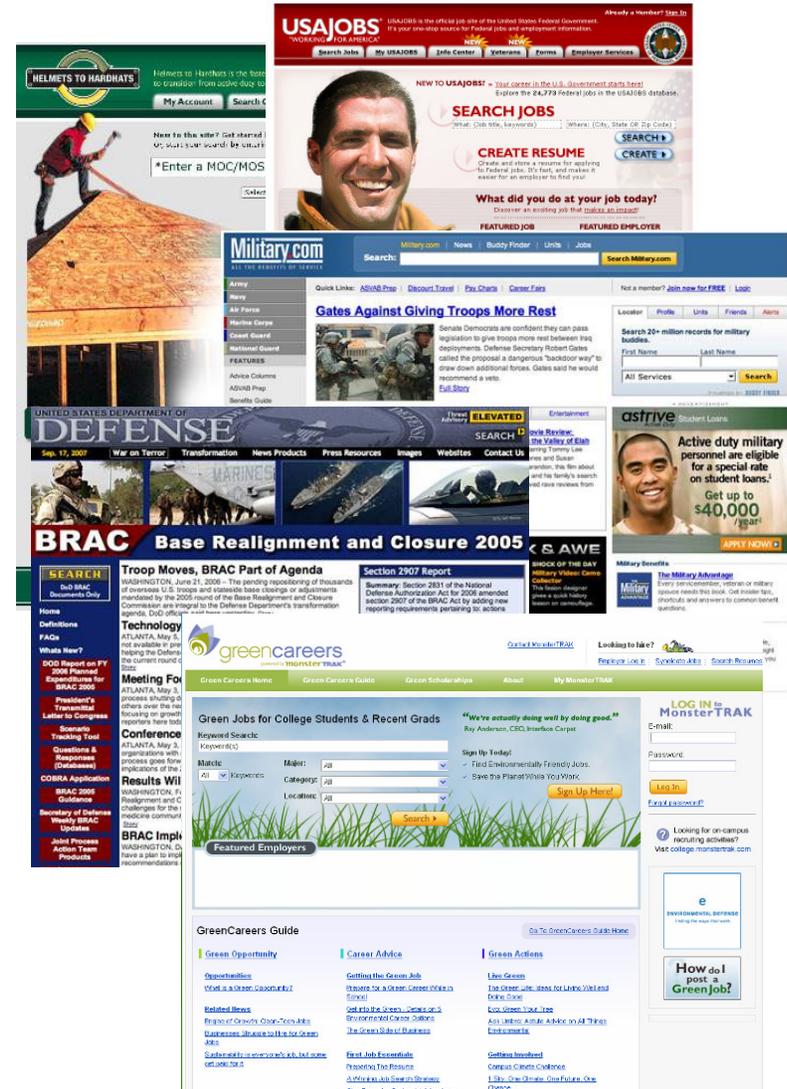
monster®

The Power of Monster



Career Job Site Hosting/Management

- Mind Share - Missouri Specific Branded Jobsite
- Access to Largest Workforce Pool with Monster
- Leading Monster Seeker and Employer technology innovations and best practices
 - Patent pending search capabilities (Targeted, Spotlights, etc.)
 - Seeker Notification Systems
 - Integration Services
- Easy to Use and Resource Rich for Seekers and Employers
 - Career Guidance Advice
 - Training, Educational Webinars, Research Papers, etc.
 - Web 2.0 Technologies
- Options for Public or Private Site Deployment
- Successful Deployments
 - USAJOBS
 - GreenCareers
 - Helmets to Hardhats
 - Military.com



Extend the Missouri Brand and Reach!

Monster's Career Ad Network transforms your existing job postings into compelling hiring ads, then places them on sites where your most qualified candidates - from active job seekers to passive candidates - are spending their time online.



Enhancing Service to Missouri Education and Emerging Workforce Areas

Education and Emerging Workforce Portal Gateway

■ Increase Student Access to Higher Ed Opportunity

- Scholarships, Internships, Careers, etc.

■ Increase School Access to Qualified Leads

■ Increase Access for Business to Emerging Workforce



Missouri Online Event Management System

- Coordinate large one-time strategic events
- Attract, manage and schedule key resources
 - ◆ Natural Disaster Relief Efforts
 - ◆ Large Strategic Development Conferences
 - ◆ Large Political Conferences
 - ◆ Large Sporting Events
 - ◆ Etc.
- Leverage Monster Proven, Innovative Technologies
- Leverage Monster Experience
 - ◆ Republican National Party Volunteer Management
 - ◆ Democrat National Party Volunteer Management
 - ◆ Hurricane Katrina Disaster Recovery Efforts



Thank you for your interest in volunteering for the Republican National Convention in New York City.

New Applicants: Our thanks to more than 18,000 people who answered the call to service, and applied to volunteer at New York City's 2004 Republican National Convention.

We are pleased to accept your application. However, due to the overwhelming response from people across America, we cannot guarantee that you will receive an assignment. We encourage you to apply as your application will be processed without delay.

APPLY NOW!

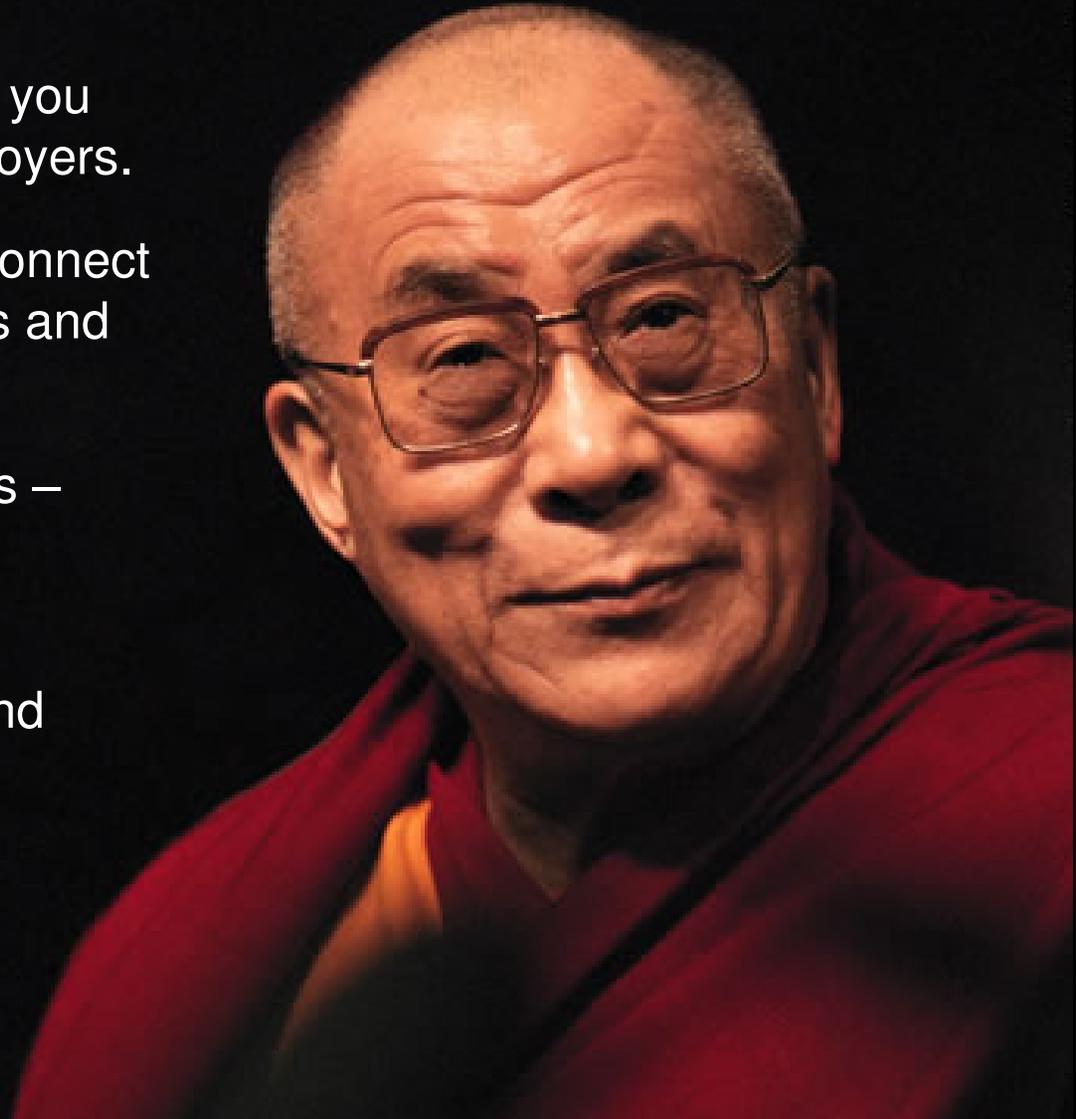
Registered Users: Have you already completed this application? To update your application please type your email address and password, and select a login option below:

My email address is:

Yes, I have a password: [Forgot your password?](#)

Final Pearls of Wisdom

- Embrace change and change the way you are connecting with seekers and employers.
- Build a strategy that will allow you to connect the best and brightest with the seekers and employers you serve.
- Establish your roles as Change Agents – break the stereotype and create the CareerSite of the future
- As of today, think outside of the box and imagine about the ‘art of the possible.’



Q&A



On behalf of the entire Monster Government Solutions organization we thank you for the opportunity to introduce Monster products and services to you. For questions, please do not hesitate to contact:

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Additional Information

The Power of Monster

Maybe it is
all about you
after all.

Now you can know more, dig deeper and find the right job to build your career.

With new networking tools and search features, Monster can help with advice and direction that will lead you down the right path, for you. Post your resume on Monster today.



monster.com
today's the day™

1-800-MONSTER



- The World's **Largest global career company** in 51 Countries
- One of the **Top 40 most-visited Internet sites.**
- **Recognized by 95% of job seekers and 93% of employers**
- World's largest data source for workforce talent supply: **over 80 million US resumes**
- Dedicated team of Research Analysts with expertise creating insights and analysis in labor market supply and demand.

Community Portals



- GreenCareers
- USAJOBS
- Military.com
- Helmets to Hardhats
- TurboTap
- BioWorksPlace
- Admission.com

Affinity Properties

Based on the success of Military.com, Monster Affinity Communities uniquely serve professionals seeking to enter, advance and network in popular career fields. 11 have launched and 100 more are planned. Membership expected to top 13 million in 2008 which includes 20% entry level and also experienced professionals searching for career advancement.



Law enforcement professionals
Empowers and enables the law enforcement community with news, product reviews, benefits, jobs, and discussion boards



Fire, rescue and EMS professionals
Promotes firefighter safety, provides resources and services to advance fire, rescue and EMS careers, and fosters community



Nurses and health care professionals
Great resource for nurses of all ages and stages, including career profiles, medical library, and entertaining videos



AllHealthCare
The community for healthcare professionals



Federal, state, and local government employees
Professional network and resource for the public service sector



Teachers, school administrators and other education professionals
Current education news, useful articles, clever lesson plans, and product reviews



TechCommunity is IT, design, engineering and programming
IT workers needing real-time answers to daily challenges



Indian professionals working in the United States
Career advice, job tips, insights and news for this expat community

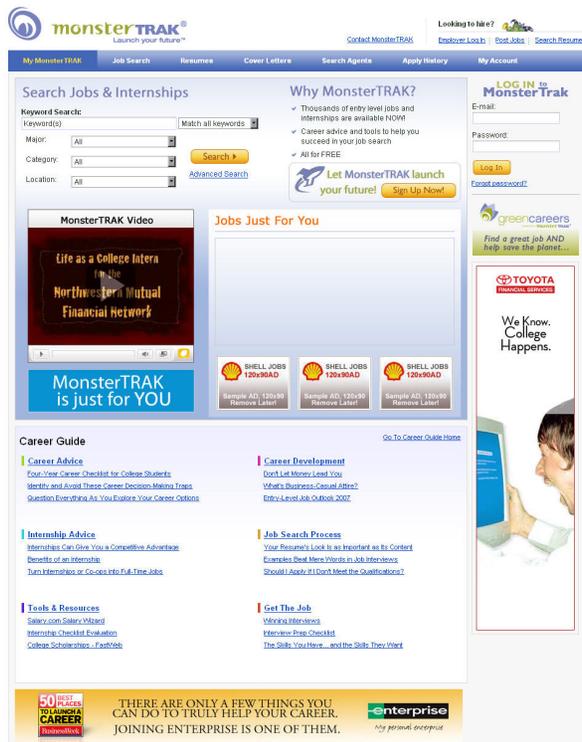


Artists, enthusiasts and professionals in design, fashion, media and fine arts
portfolios, art gossip, and reviews.



WomenCo
The online community for professional women—network, advance and discuss

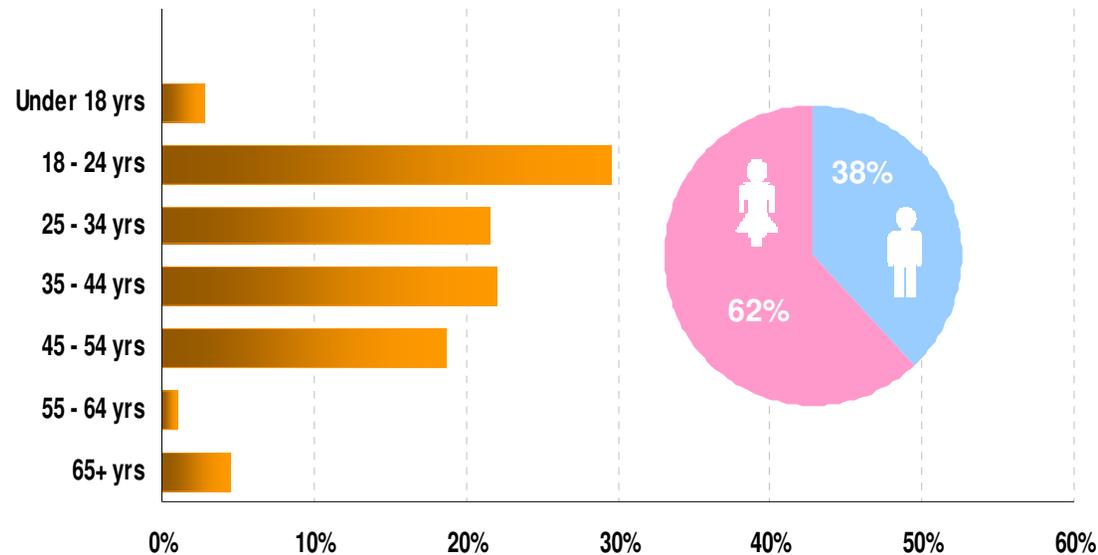
MonsterTRAK – Emerging Workforce



MonsterTRAK.com provides direct access to active job seekers on and off campus through partnerships with college and university centers.

- Over 2 million active registrants
- 65,000 students visit daily
- 237,000 new visitors per month
- 5 million monthly US page views

The #1 Website for students and alumni looking for full-time and part-time positions, internships and on-campus employment.



Military.com – Connecting to the community

The screenshot shows the Military.com website interface. At the top, there is a navigation bar with links for Home, Benefits, News, Entertainment, Shop, Finance, Careers, Education, Join the Military, and Community. Below this is the Military.com logo and the text 'VETERAN CAREERS' and 'POWERED BY monster'. The main content area features a large banner with the text 'THE LARGEST VETERAN JOB BOARD IN THE WORLD' and 'Find employers looking for military experience'. Below the banner are three buttons: 'Search Jobs', 'Build Your Resume', and 'Network with Veterans'. To the right of the buttons is a photo of two men in military uniforms. Below the banner are two columns of text: 'MILITARY-FRIENDLY EMPLOYERS' with a link to 'Join Our Driving Team' and 'POPULAR CAREERS' with links to 'Aerospace & Defense', 'Engineering', 'Government & Law Enforcement', 'Guard & Reserve', 'Maintenance', 'Overseas Jobs', 'Security Clearance', and 'Spouse Careers'. At the bottom left, there is a 'FREIGHTLINER' advertisement.

Military.com

- 10.0 Million profiled members & growing
 - Transitioning personnel, JMOs, Vets...
 - Expertise, education, geography...
- 900K monthly job seekers
 - 73% Have expertise in engineering & IT
 - 22% Security & Law Enforcement
 - 22% Business Administration
 - 40% Diversity candidates
- 5+ Million Newsletter subscribers
 - 1,164K Veteran Careers
 - 322K “Fast Track” Careers
 - 358K “Security Clearance Jobs”
 - 3.7 Million Service News

Military.com’s mission is connecting the military community to every advantage earned in service to America.