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

The Supply

- Supply of workers (15-64 years old)

- Talent shortage

The Demand

- Demand for workers (Economic growth)

The Crisis

Supply of workers (15-64 years old)
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.
Changing times requires changing...
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
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
Solution Value to Ohio

- 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

<table>
<thead>
<tr>
<th>County</th>
<th>Overall</th>
<th>Education</th>
<th>Experience</th>
<th>Career Level</th>
<th>Occupation</th>
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<tbody>
<tr>
<td>Texas - All</td>
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Source: Monster.com Dec 2008. All rights reserved.

Texas Talent Availability

Texas - All

Job Seekers

Chart
Map

Search Resumes
Post Jobs
Sample Research Data

Texas Talent Level by Education
Texas - All

Source: Monster.com Dec 2008. All rights reserved.
Sample Research Data

Texas Talent Level by Experience

Source: Monster.com Dec 2008. All rights reserved.
Sample Research Data

Talent Availability by Occupation
Accounting Supply for Texas - All

Talent Availability by Occupation
Biotechnology & Life Sciences Supply for Texas - All

Talent Availability by Occupation
Building Construction Supply for Texas - All

Source: Monster.com Dec 2008. All rights reserved.
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

**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
The Power of Monster

High School  College  Internship  Entry Level  Mid-Career  Executive & Career Changers  Retirees

Making It Count!  Education.org  Admissions.com  FinAid  eduPASS

Labor Market Information

Military.com

AffinityLabs

Monster TRAK

FastWeb

Emerging Workforce

Strategy Consulting

Career Counseling

Economic Dev.

Workforce Dev.

Talent Attraction

Community Portals

Student Recruitment

200+ Newspaper Partnerships

Labor Market Information

Glee

WomensCo.

Nursing Link

Tech Community

GoveCentral

Indiana

HERE

DisAbility Solutions LLC

Investors.com

Kappa Alpha Psi

HBCU Power

studentrecruit.com

200+ Newspaper Partnerships
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
  - 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
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.’
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

- 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.

<table>
<thead>
<tr>
<th><strong>Law enforcement professionals</strong></th>
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<tr>
<td>Empowers and enables the law enforcement community with news, product reviews, benefits, jobs, and discussion boards</td>
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<th><strong>Fire, rescue and EMS professionals</strong></th>
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<td>Promotes firefighter safety, provides resources and services to advance fire, rescue and EMS careers, and fosters community</td>
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<th><strong>Nurses and health care professionals</strong></th>
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<tr>
<td>Great resource for nurses of all ages and stages, including career profiles, medical library, and entertaining videos</td>
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<th><strong>Teachers, school administrators and other education professionals</strong></th>
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<tr>
<td>Current education news, useful articles, clever lesson plans, and product reviews</td>
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<tr>
<th><strong>TechCommunity is IT, design, engineering and programming</strong></th>
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<td>IT workers needing real-time answers to daily challenges</td>
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<th><strong>Indian professionals working in the United States</strong></th>
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<tr>
<td>Career advice, job tips, insights and news for this expat community</td>
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<tr>
<th><strong>Artists, enthusiasts and professionals in design, fashion, media and fine arts</strong></th>
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<tr>
<td>Portfolios, art gossip, and reviews.</td>
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<th><strong>WomenCo</strong></th>
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<tr>
<td>The online community for professional women—network, advance and discuss</td>
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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

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

- 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