.Jobs – SHRM/PDP Council Survey

Final Report

SHRM Market Research

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SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Key Objectives

KEY OBJECTIVES

The key objectives of the .jobs SHRM/PDP Council Survey was to measure the potential usefulness and to help determine whether the proposed changes to .jobs were:

- *Perceived to serve the international HR community (meeting a need or needs)*

- *Perceived as posing no potential harm to the needs of the international HR*

    community

The survey will enable SHRM and the PDP council to better assess the proposed changes that .jobs has proposed.

Survey Procedures

- The survey sample was built around a "sampling frame" consisting of HR Generalist and Employment/Recruitment professional members of SHRM . This was based on SHRM's Function – demographic field. Consultants were also not included in this universe, so that companies specializing in providing job search engines/job boards could not distort the responses from practicing HR professionals.

- The goal was to assess the opinions of users of potential new job boards and uses for proposed .Jobs domains, not creators of such boards, and HR Generalists and Employment/Recruitment professionals who were deemed the most likely users of jobs boards and similar tools, like .jobs.

- The result was a stratified random sample, drawn from the relevant universe, as described above. The sample was equally distributed (approximately) across SHRM member HR Generalists (1,408 (92 of those sampled had invalid emails)) and Employment/Recruitment (1,500) professionals.

- The Survey was in the field from May 12th to May 21st 2010. Members received 4 contacts (invite, 2 reminders, and one "last chance reminder")

- Response rate was 10% (262/2666). Response was nearly equal for both targeted groups:
    - HR Generalists: 54.6%
    - Employment/Recruitment: 45.4%

- Analysis included exploration of statistical difference based on function (HR Generalist vs. Recruitment/Employment). No statistically significant differences were found.

Evaluation Dimensions

Usefulness, Impact on HR, and Preference for .jobs approaches

The three dimensions measured in this evaluation are:

- *Usefulness of the proposed .jobs changes*

- *The impact on HR of the proposed .jobs changes*

- *The preferences among the approaches proposed by .jobs*

The .jobs – SHRM/PDP Council Survey was designed to assess and evaluate the proposed changes to .jobs that have been sent to the PDP Council for review.

.Jobs functions on the Internet as a Top Level Domain, like .com and .org function. The key distinction is that .jobs exists to serve the needs of the international human resource community. Specifically, as currently managed, .Jobs is a service offered to HR professionals that provides practitioners, including recruiters, the opportunity to direct job seekers directly to their jobs/careers page. The way it currently works is:

Today, employers are able to set up a .jobs URL with its company name followed by .jobs www.companyname.jobs). This URL then functions as the web site of your company's jobs/careers page to job seekers. The following diagram shows how .jobs functions for a fictitious company ACME:

Example: www.acme.jobs

The Proposal as Tested (the new proposal)

As the previous diagram illustrates, a ".jobs" website URL currently reflects a company's name, followed by ".jobs" (example "ABCDCompany.jobs"). In addition to this approach, .jobs is considering some additions to the current companyname.jobs business model. These changes would allow the creation of new URLs designed to target specific professions, geographic areas, using dictionary words, e.g., Diversity, Spanish-Speaking etc., two character names, or combinations of all of these.

Each of these classifications is represented below along with examples of how some of the corresponding URLs might look.

What if .Jobs sites were structured by geography?	What if .Jobs sites were structured by profession?	What if .Jobs sites were structured by profession and geography?	What if .Jobs sites were structured by "dictionary words" or 2 letter names?
Orlando.Jobs	Nurses.Jobs	Orlando.Nurses.Jobs	Spanish-Speaking.jobs
WashingtonDC.Jobs	Sales.Jobs	WashingtonDCSales.Jobs	Diversity.jobs
SanAntonio.Jobs	Engineer.Jobs	SanAntonioEngineer.Jobs	High-paying.jobs
Chicago.Jobs	Marketing.Jobs	UnitedKingdom.Marketing.Jobs	Senior.Jobs
LosAngeles.Jobs	IT.jobs	LosAngeles.IT.Jobs	Bilingual. Jobs

Search engines , like google, yahoo or bing, professional associations or other organizations might use these classifications to help direct job seekers locate relevant job websites (i.e., Orlando.jobs would direct to a web site listing of sites with jobs available in Orlando, Nurses.jobs would direct to listings of job sites with jobs available only for nurses, etc.)

Actual URL's tested

Geography.jobs

Examples:

Orlando.Jobs
WashingtonDC.Jobs
SanAntonio.Jobs

Geography.Profession.jobs

Examples:

Orlando.Nurses.Jobs
WashingtonDCSales.Jobs

Profession.jobs

Examples:

Nurses.Jobs
Sales.Jobs
Engineer.Jobs
Marketing.jobs

Dictionarywords.jobs

Examples:

SpanishSpeaking.Jobs
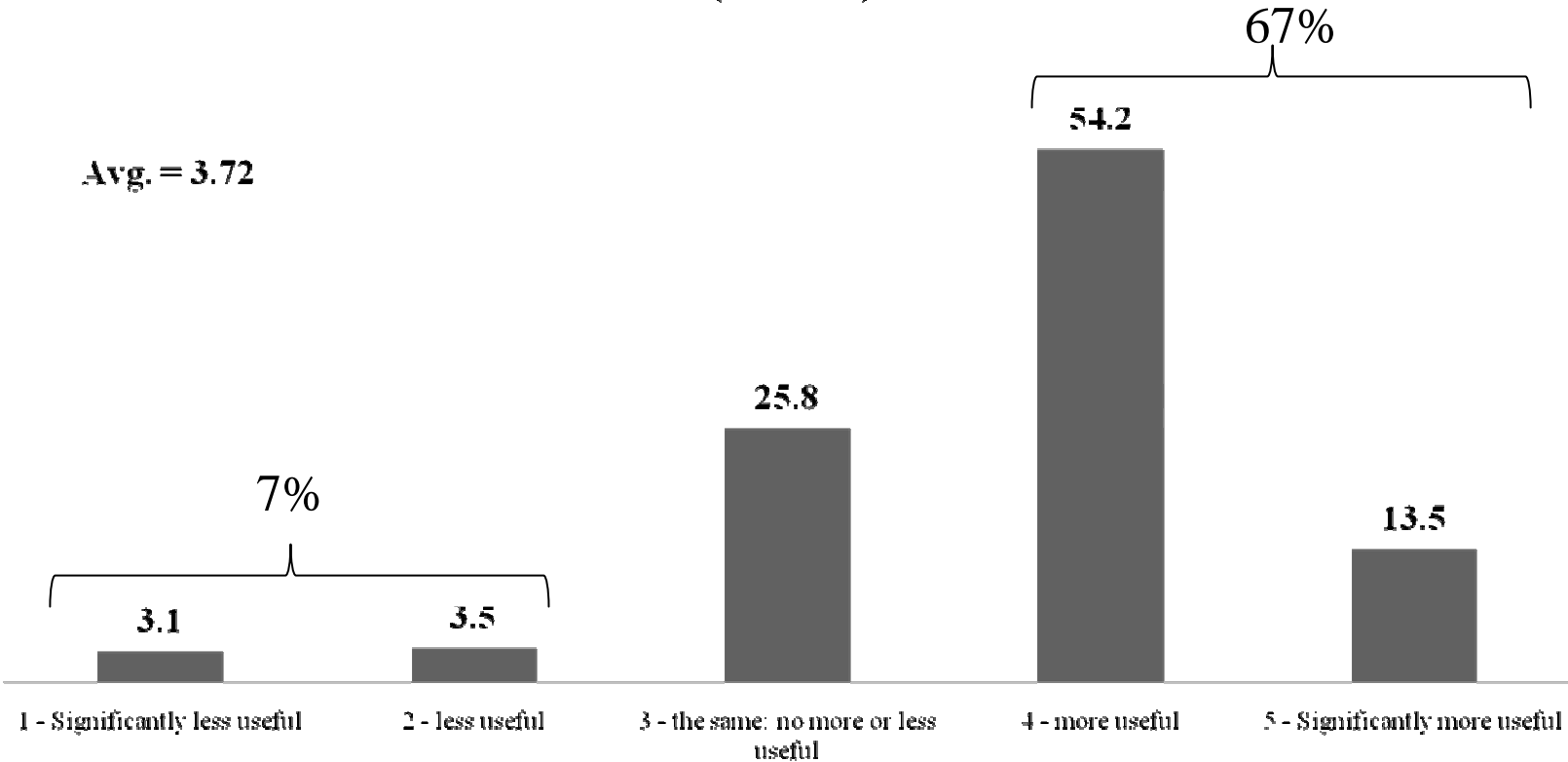Diversity.Jobs
High-pay

2 letternames.jobs

Examples:

UK.Jobs
A-1.Jobs
US.Jobs
NY.Jobs

The new .jobs seems quite useful for recruitment needs with 67%, rating either 4 or 5 (with an average rating of 3.72). Only 7% rate it either "less useful" "significantly less useful."
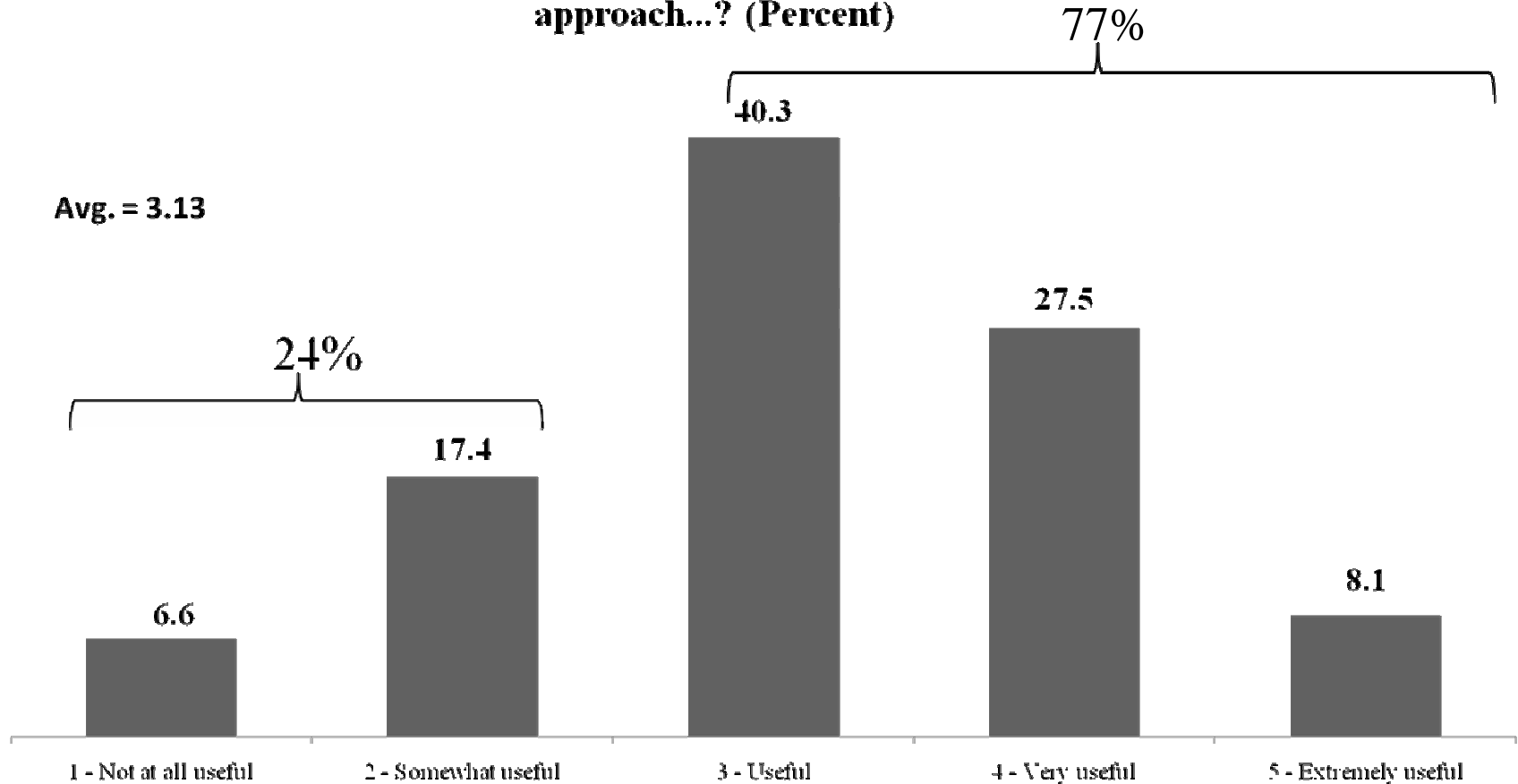
Q1. How would you rate...usefulness of the new classifications in .jobs?
(Percent)

67%

Avg. = 3.72

54.2

25.8

7%

13.5

3.1   3.5

| 1 - Significantly less useful | 2 - less useful | 3 - the same: no more or less useful | 4 - more useful | 5 - Significantly more useful |

Q1 With respect your recruitment needs using the Internet, how would you rate the potential usefulness of the new classifications in .jobs? (Compared to the existing .jobs structure)

Compared to other available tools, 77% percent rate it at "Useful" to "Extremely Useful" (%3 to 5). Nearly a quarter rate the new .jobs idea a 1 to 2. The relatively high percentage rating not or somewhat useful, indicates plenty of competition for the new .jobs..

Q2. Compared to other recruiting tools...how useful would you rate ... approach...? (Percent)

77%

40.3

Avg. = 3.13

27.5

24%

17.4

8.1

6.6

| 1 - Not at all useful | 2 - Somewhat useful | 3 - Useful | 4 - Very useful | 5 - Extremely useful |

Q2 Compared to other recruiting tools currently available to you, how useful would you rate this new approach with .jobs?

Why not useful?

Most of the 24% rating the new .jobs classifications as less than useful were either happy with existing niche job sites, or felt that the classifications duplicated existing products on the market. There were very few responses such as this (n = 30).

Why would you find this new classification in .jobs less than useful to your recruitment needs using the Internet? (select all that apply)*	Number of responses**	Percent of Responses
I am happy with the niche job sites currently available	10	33.3%
I think search engines like Google serve this	6	20.0%
Other tools, like INDEED, already do this	6	20.0%
I like the way .jobs currently works better	4	13.3%
I think this could result in fewer relevant job	2	6.7%
Other (please specify) [Respondent Specify]	2	6.7%
Total	**30**	**100.0%**
* Respondents rated Q1 as "less useful" (< 3)		
** Responses not respondents (question was multiple response)		

*Caution – small base

The new .Jobs classification will most likely help both job seekers and job posters.

Those that saw the new .jobs structure as useful primarily thought it would have a positive impact on the market. However, close to 20% of responses indicated either fears of market confusion or an end to their favorite Niche Job site.
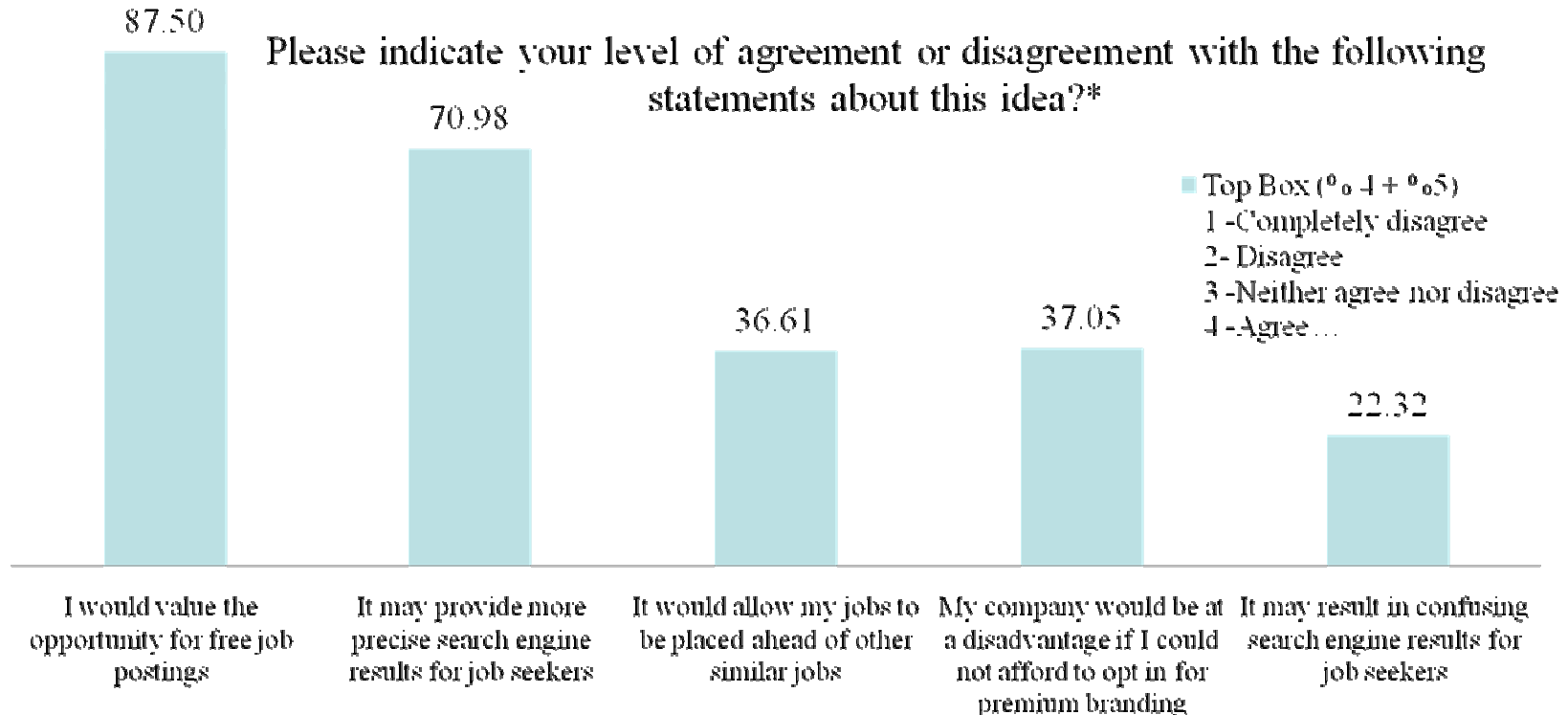
What else could happen as a result of the new .jobs classifications? (select all that apply)	N	Percent of Responses
It could help job seekers find niche jobs easier	168	32.7%
It could provide an easier way to post more relevant jobs in your area for niche professions	156	30.4%
It could create a "glut" of such niche jobs sites, causing confusion in the market	82	16.0%
It could create a new market for niche jobs sites, increasing the number and value of such sites	77	15.0%
If could put my favorite niche job sites out of business	17	3.3%
Other (please specify)	13	2.5%
Total	513	100.0%

Only 6% of responses felt that the new .jobs classifications would not be helpful. Most others felt that the classifications would "better serve job seekers by state/region," and in niche areas, provide improved visibility for postings/increased variety of sites, and offer "one stop shopping" for niche jobs.

The new .Jobs classifications were seen as most relevant to niche and state/regional job seekers and posters.

How might this new .jobs classification be helpful for HR professionals? (select all that apply)	N	Percent of Responses
Better serve job seekers in specific states, regions, etc.	135	23.4%
Better serve niche job seekers	110	19.0%
Provide greater visibility for job postings in general	108	18.7%
Provide a one stop shop for jobs in niche job categories	102	17.6%
Provide job posters greater variety of sites to post on	84	14.5%
I don't see this as helpful to HR professionals	34	5.9%
Other (please specify)	5	.9%
Total	578	100.0%

Most respondents feel that providing free postings using .jobs with the option of premium placement (i.e., search optimization) would provide a valuable tool for posting jobs for free, and provide more precise search results for seekers.

Please indicate your level of agreement or disagreement with the following statements about this idea?*

Top Box (%4 + %5)
1 -Completely disagree
2- Disagree
3 -Neither agree nor disagree
4 -Agree ...

Value	Statement
87.50	I would value the opportunity for free job postings
70.98	It may provide more precise search engine results for job seekers
36.61	It would allow my jobs to be placed ahead of other similar jobs
37.05	My company would be at a disadvantage if I could not afford to opt in for premium branding
22.32	It may result in confusing search engine results for job seekers

Please indicate your level of agreement or disagreement with the following statements about this idea?	Average Rating	Top Box (% 4 + %5)
I would value the opportunity for free job postings	4.28	87.50
It may provide more precise search engine results for job seekers	3.73	70.98
It would allow my jobs to be placed ahead of other similar jobs	3.29	36.61
My company would be at a disadvantage if I could not afford to opt in for premium branding placement	3.20	37.05
It may result in confusing search engine results for job seekers	2.82	22.32

What if .jobs set up a portal offering job postings at no charge to participating employers, where candidates could be automatically directed to your listings for participating Employer's jobs. Participating employers could also opt in for premium placement for an additional nominal fee.

The proposed .jobs classifications of greatest *perceived* use were: Profession.jobs, Geography.Profession.jobs, and Geography.jobs. Priorities were the same for both HR Practioners and Job Seekers.

The least useful .jobs classifications were:
2 letternames.jobs and Dictionarywords.jobs.

Using the examples provided, please rate the URL classifications that you feel would be the **most useful** to 1) HR Practitioners, and 2) Job seekers.	Average rating - HR Practioner*	Average rating - Job Seeker*
Profession.jobs	3.32	3.60
Geography.Profession.jobs	3.26	3.66
Geography.jobs	3.01	3.34
Dictionarywords.jobs	2.20	2.49
2 letternames.jobs	1.94	2.16

* 1 Not at all useful, 2 Somewhat useful, 3 Useful, 4 Very useful, 5 Extremely useful

Respondents were asked to choose the **least** and **most** useful .jobs classifications from those that they had rated as either useful (3 to 5) or not useful (1 to 2)

Most useful .jobs classifications

1. Geography.Profession.jobs = **50%**
2. Profession.jobs   = **34%**

Least useful .jobs classifications

1. 2Letternames.jobs   = **59%**
2. Dictionarywords.jobs = **30%**

……These results are, of course, consistent with the original usefulness ratings, but Geography.Profession.jobs emerges as the most useful of all of the .jobs classifications.

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Survey Conclusion: Response to the new .jobs classifications proposed by .JOBS was mostly positive, and with little indication of negative impact on the HR community.

- The new .jobs classifications are generally viewed as positive additions to the toolset for HR Generalists and Employment/Recruitment professionals and healthy competition exists, e.g,. Google, Indeed, etc.

- The new .jobs classifications are seen as most helpful to those posting jobs in various niche job areas as well as state and regional jobs.

- Respondents felt that the idea of providing free job postings with the option of paying for premium placement was of value both as a source for free job postings and as a way to gain preferred placement for job postings. Concerns about being priced out or buried in searches were not major concerns.

- Geography.Profession.jobs and Professsion.jobs were seen as the most useful new classifications for .jobs to focus their efforts on.