

Dot-Jobs (.jobs) Top-Level Domain

May 2010

by

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Introduction

Building out the **.jobs** top-level domain is revolutionary for the recruitment industry and the Internet. There are similar top-level domains (TLDs), like .edu and .gov, that have exclusive communities with vetted and verified content. In addition to these features, the **.jobs** universe will create an environment of seamlessly integrated employment domains, a first ever interlinking and coordinated use of a TLD specifically for job seekers, human resource (HR) practitioners and the public good.

Obviously, a project of this magnitude will produce many questions. This white paper has been created to outline our implementation plan, answer questions, and provide clarification for the **.jobs** TLD initiative.

DirectEmployers Association

DirectEmployers Association is owned by over 500 member companies through a nonprofit 501(c)(6) employer trade association. The business and affairs of the Association are managed by a Board of Directors consisting of member company representatives.

Daily operations are managed by the online recruitment industry's most experienced staff and led by Bill Warren, a former President of Monster.com, who is widely recognized as the founder of online recruiting.

DirectEmployers' Mission Statement

DirectEmployers Association's mission is "to provide employers an employment network that is cost-effective, improves labor market efficiency and reaches an ethnically diverse national and international workforce."

Consistent with our mission and on behalf of member companies, with unanimous support from our Board of Directors, DirectEmployers Association proposed the build-out of the **.jobs** TLD to Employ Media, the domain's licensee and registry operator.

.jobs Top Level Domain (TLD) Objectives

The number one objective in our proposal to Employ Media is for the **.jobs** TLD to be a trusted source for both employers and job seekers. *First and foremost, real jobs from real employers.* It must be free of scams, duplicate job listings, and old or expired jobs. All employers worldwide, regardless of size or industry, should be allowed to list their jobs free of charge.

Another objective is to provide employers low-cost recruitment advertising opportunities while providing job seekers direct navigation from the job listing to the application process in the employer's applicant tracking system.

Contrary to some reports, **.jobs** will not be comprised of millions of job boards but rather one dynamic platform serving only relevant jobs to the job seeker community. These domains will be used as merely entry points to vetted, trusted and relevant job content. Furthermore, our charge is to create meaningful and useful domains within the **.jobs** platform which will connect job seekers from special

interest groups such as military personnel re-entering the civilian workforce, people with disabilities and minorities with hiring employers.

A good example is the **.jobs** Military Occupational Classification (MOC) crosswalk which will help transitioning military personnel locate jobs in the civilian workforce. The MOC crosswalk utilizes the latest available Department of Defense job-matching information to link military occupations to related civilian occupations. Transitioning military personnel can enter their MOC plus **.jobs** (42F.jobs, 25B.jobs, 2891.jobs, etc.) in their browser and go directly to civilian occupations requiring the same or similar skill sets as their previous job in the military.

Non-Exclusive Agreement with Employ Media

DirectEmployers Association's agreement with Employ Media is non-exclusive which allows them to consider proposals from all interested parties in the human resource community.

Over the last five years, Employ Media has spent considerable time and effort to understand the needs of the HR practitioner which is ever evolving with the Internet. DirectEmployers Associations' proposal that Employ Media retain ownership of all geographical, occupational, and country-name .jobs domains is for the purpose of beta to test an environment of seamlessly integrated employment domains. DirectEmployers Association, Employ Media, participating employers, and job seekers all considered the results of the beta test very successful in serving the needs of the international human resource management community as prescribed in the **.jobs** Charter.

As licensee and registry operator, Employ Media will continue to accept ideas and proposals from interested parties in the human resource community. Such ideas and proposals must be in accordance with the provisions of the **.jobs** charter to serve the needs of the international human resource management community.

Transparency and Human Resource Community Feedback

- **.jobs** received overwhelming support from DirectEmployers Association's 500+ member companies, including HR practitioners from some of the largest employers in the world.
- A 40-person **.jobs** Advisory Panel, comprised solely of HR practitioners from leading companies in the human resource community, was formed to provide suggestions, guidance, and feedback for the **.jobs** TLD beta test environment. This Panel will remain intact and continue to serve in this capacity.
- Industry experts, including CEOs of leading job boards, were invited to a **.jobs** information meeting in January. An additional meeting was added to accommodate those with scheduling problems.
- At the meeting with industry experts, our Executive Director announced an open door policy to discuss any and all matters relating to the **.jobs** build-out.

- Several presentations, including webinars, were made to member companies regarding **.jobs** progress throughout the last eight months.
- Employ Media gave an in-depth presentation to DirectEmployers' member companies at the Association's Annual Meeting & Conference in Denver, Colorado. This meeting was attended by both HR practitioners and vendors.
- During the International Association of Employment Web Sites Congress, Carrie Corbin, AT&T, Rhonda Stickley, Providence Health & Services, and DirectEmployers' Chad Sowash made themselves available to answer questions about the **.jobs** build-out.
- Videos and other supporting materials have been provided on universe.jobs to inform interested parties and help the entire community better understand this new **.jobs** endeavor.
- We have also made on-site presentations and solicited feedback from leading recruitment advertising agencies.
- After eight months of valuable feedback from job seekers, employers and industry experts, Employ Media took the **.jobs** beta platform offline.
- Just as DirectEmployers Association reached out to Employ Media, many from the job board vendor community have done the same. The management team at Employ Media talks openly with anyone who contacts them.

.jobs Value Proposition

All employers worldwide, regardless of size or industry, can post jobs at no cost. Since this is not a million job boards but rather one dynamic jobs platform, it will provide a single interface for posting jobs to niche, targeted locations. Automated job feeds and single postings will only be accepted from vetted employers and, when the **.jobs** TLD build-out is complete, all jobs will automatically appear in the appropriate city, state, country, and occupational **.jobs** URLs. Job seekers will be able to enter a desired city, state, geographic region, country, or occupation plus **.jobs** (Atlanta.jobs, Georgia.jobs, etc.) in their browser for immediate access to relevant jobs.

The **.jobs** platform offers distinct advantages for both employers and job seekers. It provides the only search engine on the Internet where job seekers can search all jobs across employer career sites with results that are guaranteed to be real jobs from real employers and free of scams, duplicate job listings, and old or expired jobs.

Job seekers will have a quick, easy and direct connection to the hiring employer resulting in a faster, more efficient hiring process. Only employment-related advertising and content will be allowed in the **.jobs** universe. Employers with their own companyname.jobs URL, and those who list their jobs in the **.jobs** universe, will provide job seekers direct access to their jobs. It is the fundamental intent for the **.jobs** universe to drive job seeker traffic to the employers' career sites and the beta test proved this was occurring. At no cost to employers, the **.jobs** universe provides greatly needed efficiencies for all employers especially for those with smaller budgets and more urgent hiring needs.

Employers will be able to leverage their Facebook, LinkedIn, Twitter, and YouTube accounts with the **.jobs** platform which is fully integrated with social networks. It provides job seekers with the ability to share job listings with their friends and follow corporate recruiters on social media sites. Such innovation provides recruiters with strategies of greater efficiency rather than each working independently.

As part of the National Labor Exchange (NLX), an alliance between DirectEmployers Association and the National Association of State Workforce Agencies (NASWA), **.jobs** will play an important role in helping employers build their workforce and comply with state and federal regulations by serving as our nation's only online cross-state labor exchange and distributing job listings to the state and local level.

The NLX provides job seekers in all industries and occupations, from entry level to chief executive officer, valuable up-to-date information about employment and career opportunities in their community and across the nation. It provides employers in all industries, regardless of size, an affordable, employer-driven, Internet-based system for managing our nation's vast talent resources.

Employers are assisted by the NLX in meeting federal job posting requirements for Affirmative Action Plans, Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA) and Jobs for Veterans Act (JVA) compliance. The **.jobs** Military Occupational Classification (MOC) crosswalk will help transitioning military personnel locate jobs in the civilian workforce. The MOC crosswalk utilizes the latest available Department of Defense job-matching information to link military occupations to related civilian occupations. Military personnel can enter their MOC plus **.jobs** (42F.jobs, 25B.jobs, 2891.jobs, etc.) in their browser to locate civilian occupations requiring the same or similar skill sets as their previous job in the military.

By making their jobs available on a nonprofit, public service employment network, employers can increase their recruiting reach and extend diversity initiatives with consistent and aggressive programs to make employment opportunities available to individuals from all cultures and population segments.

Tom Embrescia, Chairman of the **.jobs** TLD says, "We believe in the vision of the Internet becoming the dominant medium to easily connect employers and job seekers. Working with DirectEmployers Association, **.jobs** can accomplish this worldwide. We have a great plan, and with DirectEmployers Association, the right ingredients to facilitate the elusive direct connection that can finally unleash the Internet's greatest strength to the online employment sector."

Other Expert Opinions

Ray Schreyer, IBM Corporation

Program Manager Internet Recruiting Strategies

"Leveraging technology to reduce sourcing time and recruitment cost is a core mission for IBM's talent acquisition team. We acknowledge the new **.jobs** platform as a revolutionary initiative for the recruitment industry as well as the Internet removing barriers and improving the candidate experience."

Simon Evans, SRA International

Vice President for Recruiting and Internal Mobility

“We fully support an innovative platform where all employers can participate. The .jobs initiative provides a single, unified platform, highly trusted by Internet search engines that will allow all employers, regardless of size, to list their jobs free-of-charge.”

Randy Goldberg, Hyatt

Vice President Recruiting North America Operations

“We’ve embraced social media and, essentially, opened a window into the world of Hyatt. Icons on our .jobs listings provide a great opportunity for qualified job seekers to connect with Hyatt on Facebook, Twitter, LinkedIn, YouTube and many other social media sites.”

Rich Skelnik, General Dynamics

Director of Talent Acquisition

“Elite organizations across the country have a fantastic opportunity for targeted employer branding on .jobs. Always staying on the leading edge of technology, General Dynamics will be among the first taking advantage of .jobs.”

Mike Rickheim, Newell Rubbermaid

VP – Global Talent Acquisition

“Newell Rubbermaid has embraced .jobs and will be utilizing the new .jobs platform as a key business strategy in leading our efforts for Diversity, Disability, Military and other special interest groups that we seek to hire.”

Jennifer Sedlacek, Union Pacific Corporation

General Director – Recruitment & LEAD President

“We are encouraged to know that .jobs requires legitimate vetted jobs from employers that connect job seekers directly to their career site—making .jobs THE trusted source on the Internet.”

Amy Rutigliano, Level 3 Communications

Director of Talent Acquisition

“I am excited about the .jobs platform. It’s extremely efficient for my team from a recruiting perspective – it allows us to get in front of a much broader, more diverse candidate pool. .jobs will help pull the entire world of recruiting into one centralized place, add efficiencies as it relates to both employers and job seekers, and reduce the cost for employers.”

Jason Capili, PricewaterhouseCoopers LLP

Senior Manager of Affirmative Action and Equal Employment Opportunity Compliance

“I do think the .jobs platform will revolutionize the way that job seekers search for jobs, bottom line. From a compliance perspective, the .jobs platform will provide easier outlets and channels that are specified for protected groups. Right now there are too many options and this just simplifies and streamlines it for all individuals.”

Brian Jensen, McGraw-Hill Companies

Vice President of Talent Acquisition

“As an employer, I think the .jobs platform is needed. It will streamline the process and reduce my costs. My budget is always under pressure. Anything that I can do to make things more cost-effective is what I need to do.”

Questions or Additional Information

If you have any questions or need additional information, always feel free to contact DirectEmployers Association toll-free at 866-268-6206. The Association also has a blog at www.universe.jobs where you can get additional information and answers to any questions you might have.