



CASE STUDY

# National Stone, Sand and Gravel Association (NSSGA)

**NSSGA** NATIONAL STONE, SAND & GRAVEL ASSOCIATION

**BOXWOOD**  
CAREER SOLUTIONS  
A NAYLOR COMPANY

## CASE STUDY

# National Stone, Sand and Gravel Association (NSSGA)



**BAILEY WOOD**

*Vice President, Communications*

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## CHALLENGES FACED BY NSSGA

NSSGA is the leading voice and advocate for the aggregates industry. Its members include stone, sand and gravel producers and the equipment manufacturers and service providers who support them. Together, their members are responsible for the essential raw materials found in every home, building, road, bridge and public works project and represent more than 90 percent of the crushed stone and 70 percent of the sand and gravel produced annually in the United States.

The aggregates industry employs approximately 100,000 highly skilled men and women, but one of the biggest issues facing the industry is the difficulty in growing and retaining a skilled workforce. NSSGA is a trade association, so its priority is to help its member companies solve industry issues. As such, NSSGA sought a job board solution that would be simple to implement and reasonably priced, but was concerned that employers wouldn’t post jobs for fear of “talent poaching.”

## HOW NAYLOR’S BOXWOOD GO SOLUTION HELPED

Although a well-established association, NSSGA never had a job board. When they began researching options, they quickly realized there were a lot of very elaborate and expensive platforms available, but they didn’t need such complex solutions. As an organization association representing member companies, NSSGA had three key requirements: they wanted a job board that would be easy to set up, fully NSSGA branded and simple for members to use.

Bailey Wood, NSSGA’s Vice President, Communications recalls, “The job board platforms I researched required a major investment and I was concerned it would be difficult

to get enough jobs posted at first. I wanted to use my association colors and logo and with Boxwood GO, it all worked. I loved that Boxwood was able to pull in jobs from Indeed.com so that we had a lot of postings upon launch. Now, we also get jobs directly from members and have a lot of headhunters using the site.”

NSSGA was able to provide its members with an immediate solution by implementing Boxwood GO.

- From day one, NSSGA has been able to provide a robust job board. Regardless of whether or not member companies choose to post jobs, Boxwood GO can automatically backfill jobs from other reputable sites to ensure NSSGA’s job board is always well populated with opportunities for job seekers.
- Boxwood GO offers NSSGA member companies who wish to post jobs an easy, self-serve platform that doesn’t require a lot of association staff time and resources to manage.

## RESULTS

NSSGA had a very simple success metric: help its members solve the problem of finding talent. Mr. Wood states, “Our members wanted a job board solution. We were looking for something that could be NSSGA branded, was simple, reliable, and cost-effective and would not take up a lot of staff time. Just as I was looking for something, Boxwood reached out to me. Their timing was perfect. At first, I didn’t even realize Boxwood was a Naylor company. We’ve had a great, longstanding relationship with Naylor, so once I realized Naylor was behind it, I knew there would be accountability.”

For associations who are considering Boxwood GO, Mr. Wood advises, “I think the big thing is ‘give it a try’. It’s extremely easy to use and administer and fills a much needed gap.”