



# CONNECTING PEOPLE TO OPPORTUNITY

*What associations can learn from LinkedIn*

August 27, 2015



# PRESENTERS



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# POLLING QUESTION

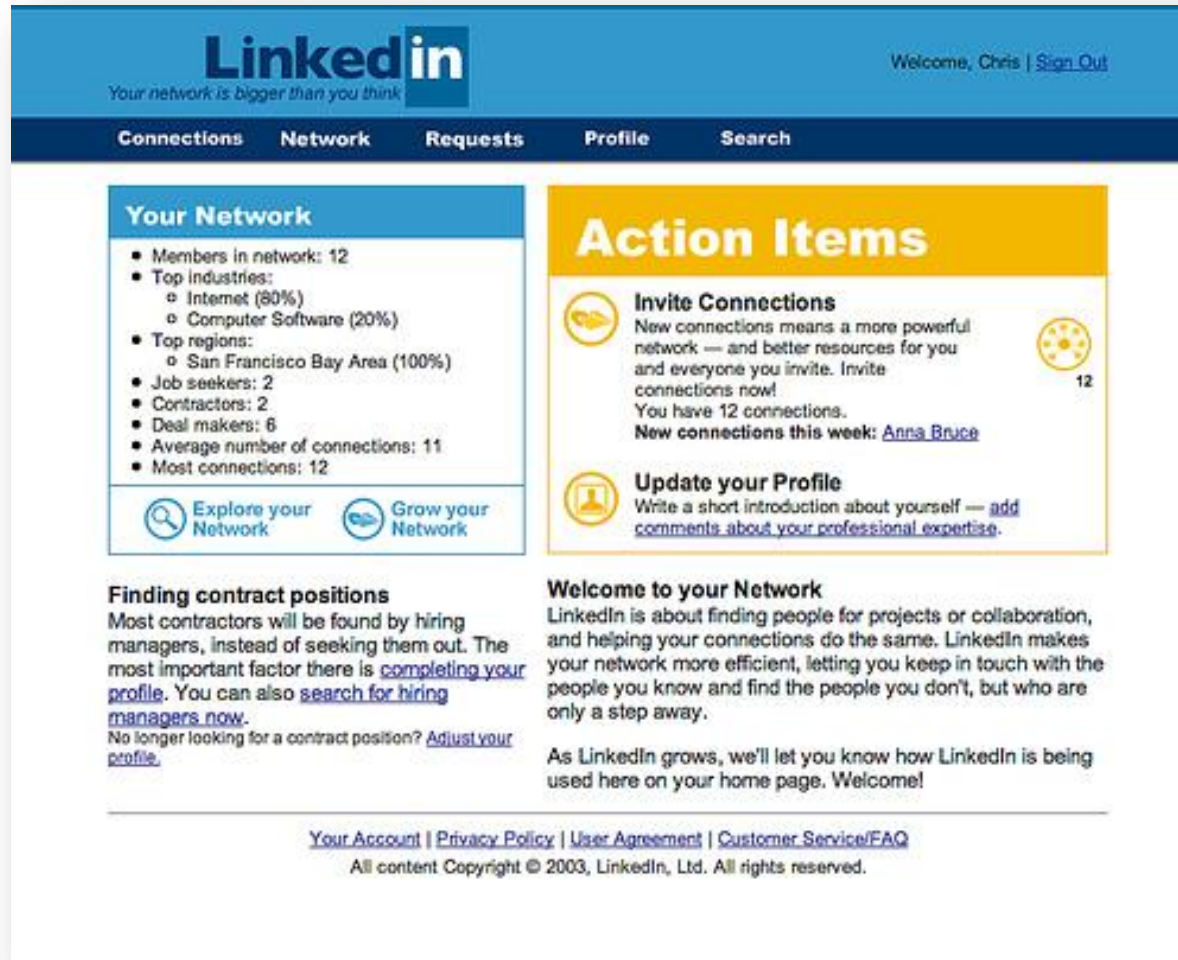
Where do you feel most of your members, prospects, and industry employers turn for career-related programs and services?

- Our association
- LinkedIn
- Both
- Other resources
- Not sure



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- *TechRepublic* has called LinkedIn ‘the de facto tool for professional networking.’
  - *Forbes* says “LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today.”

# LINKEDIN THEN:

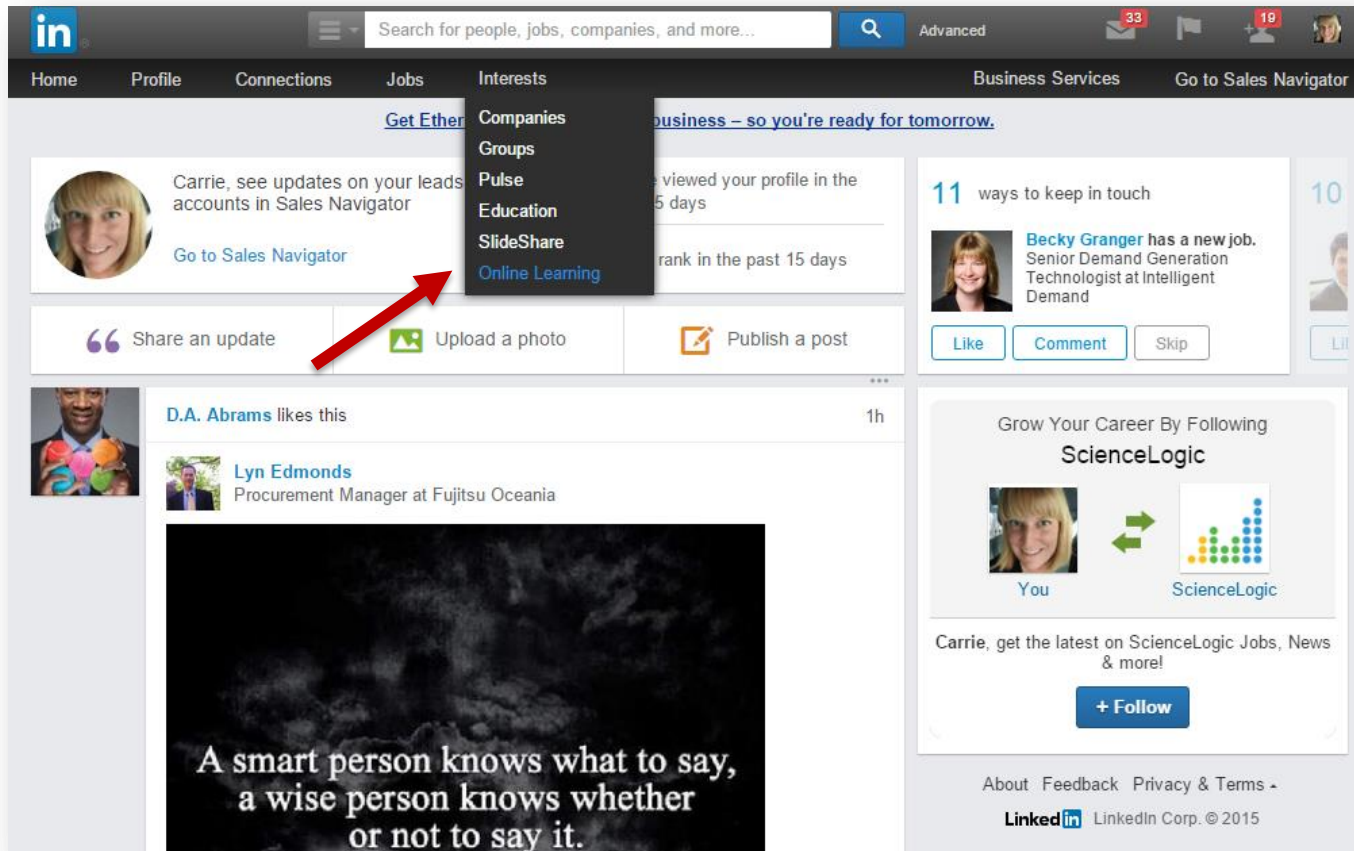


The screenshot shows the LinkedIn homepage for a user named Chris. The top navigation bar includes 'Connections', 'Network', 'Requests', 'Profile', and 'Search'. The main content area is divided into several sections:

- Your Network:** A summary of the user's network statistics, including 12 members, top industries (Internet at 80% and Computer Software at 20%), top regions (San Francisco Bay Area at 100%), and other metrics like job seekers, contractors, deal makers, and average number of connections.
- Action Items:** A yellow box containing two primary actions: 'Invite Connections' (with a hand icon and a count of 12) and 'Update your Profile' (with a person icon).
- Finding contract positions:** A text-based section advising users to search for hiring managers rather than seeking them out, with links to 'completing your profile' and 'search for hiring managers now'.
- Welcome to your Network:** A text-based section explaining the purpose of LinkedIn as a platform for finding people for projects or collaboration.

At the bottom, there are links for 'Your Account', 'Privacy Policy', 'User Agreement', and 'Customer Service/FAQ', along with a copyright notice for 2003.

# AND NOW:



The screenshot shows a LinkedIn profile page. The top navigation bar includes 'Home', 'Profile', 'Connections', 'Jobs', 'Interests', 'Business Services', and 'Go to Sales Navigator'. A search bar is at the top right. A dropdown menu is open over the 'Jobs' tab, listing options: 'Get Ether', 'Companies', 'Groups', 'Pulse', 'Education', 'SlideShare', and 'Online Learning'. A red arrow points to the 'Go to Sales Navigator' link in the dropdown. The main content area shows a post by 'Carrie' with a 'Go to Sales Navigator' link. Below the post are interaction buttons: 'Share an update', 'Upload a photo', and 'Publish a post'. A notification from 'D.A. Abrams' and a post by 'Lyn Edmonds' are visible. A sidebar on the right shows '11 ways to keep in touch' and a 'ScienceLogic' follow recommendation. The footer includes 'About', 'Feedback', 'Privacy & Terms', and 'LinkedIn LinkedIn Corp. © 2015'.

# A BRIEF HISTORY...

## Professional networking

**2003** LinkedIn launches as a new professional networking tool. Six months after launch they have 37,000 members.

## Online job board

**2005** 1.7 million members. Introduces job board and by 2013 “Talent Solutions” represents 57% of LinkedIn’s revenues (Q1 2013 Talent Solutions = \$184.3 million)

## Industry-specific content & member engagement

**2010** 56 million members. Introduces ‘Groups’ and then later expands into other self-publishing tools

## Online learning to enhance professional success

**2015** 300 million members. Purchases lynda.com online learning for \$1.5 billion

In 2012, co-founder Allen Blue said LinkedIn's role has always been to help every professional find a job that they love and be great at it.





# ABOUT LYNDA.COM

- In business since 1995
- 3,500 online courses
- 144,000 video tutorials
- Emphasize speakers/presenters who not only know their stuff but can present in clear, understandable way
- Subscriptions for individual, corporate, academic and government (and call their subscribers 'members')



*From Forbes:*

For LinkedIn users that want to learn a new skill, become certified or re-certified, or even retrain for a new job or career, the exposure and access to the lynda.com courses should be a major benefit for using the network.

If LinkedIn was looking for a way to offer more value for its paying subscribers, then it hit a home run.





From *re/code*:

LinkedIn is painting a scenario in which you search for a job, see the skills required for that job, and then are directed to a course from Lynda.com that will train you in those skills.

Alternatively, a recruiter could search for available candidates based on the courses they've taken.



# POLLING QUESTION

- Does your association offer online learning opportunities today?
  - Yes – we have a robust online learning program
  - Yes – but it's relatively new and still growing
  - No – but we are in the planning stages to do so
  - No – but we're considering it

You probably already have most – if not all – of what LinkedIn offers in some fashion... but are you bringing them together in the most effective way?

# ASSOCIATION CAREERHQ (ACHQ)

Manage Account > About Us > Contact Us > [FIND A JOB >](#) [POST A JOB >](#)

association career **HQ | jobs +** Job Search Strategies Career Management Recruitment Strategies Talent Management

Job Seeker [FIND A JOB >](#) Employer [POST A JOB >](#)

## Why Work for an Association?

Taina Yimani

Thank you to our Strategic Partner:

**RENO**  
**TAHOE**  
USA

**asae**  
The Center for Association Leadership

People often start working at an association because a job opportunity is a good fit—but they stay for the mission, collaborative spirit, and vibrant workplace culture. Get an inside look from association professionals who share their career stories.

**✦ For Job Seekers**  
Explore job summaries and salaries >  
What work do association professionals do, and what do they get paid? Browse through dozens of job roles common in associations, with average base salaries, in 13 different categories.

**✦ For Employers**  
Get executive recruitment help >  
Recruiting for every position is important, but finding your next chief executive is in a class by itself. Tap sample documents, tools, and other resources to help you recruit the CEO your organization needs.

**✦ Ask the Expert**  
How do I let my manager know my career goals? >  
A candid conversation with your supervisor can help you take the next step toward your professional goals, but only if you have a well-thought-out plan. Our career expert has advice.

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Find a Job  
Post a Job  
Job Search Strategies  
Career Management  
Recruitment Strategies  
Talent Management

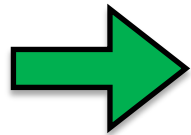
**asae**  
The Center for Association Leadership

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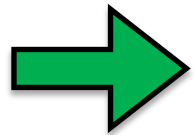
# ACHQ - GOALS



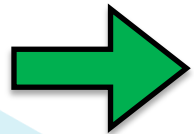
Association CareerHQ is dedicated to consistently promoting and supporting:



*Association jobs and the exciting and fulfilling career opportunities available in the association sector*

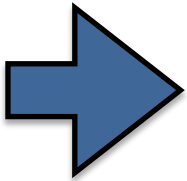


*Association Career and Talent Management*

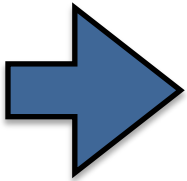


*Raising awareness of ASAE*

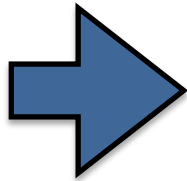
# ACHQ - WHAT'S ON THE SITE?



Job seekers with all levels of experience can search job postings and connect with potential employers.



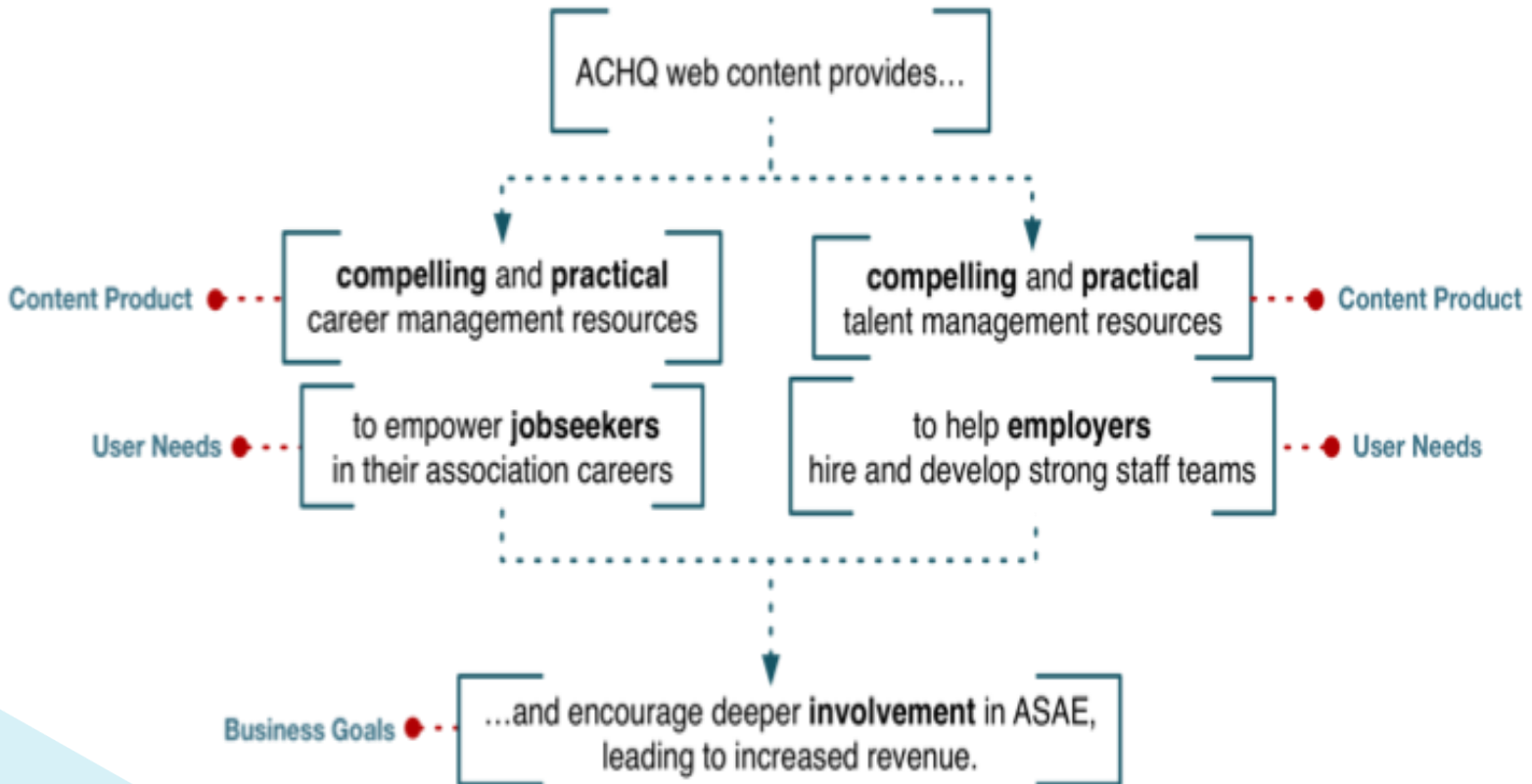
Employers can post their jobs openings and connect with qualified candidates and top-of-the line talent.

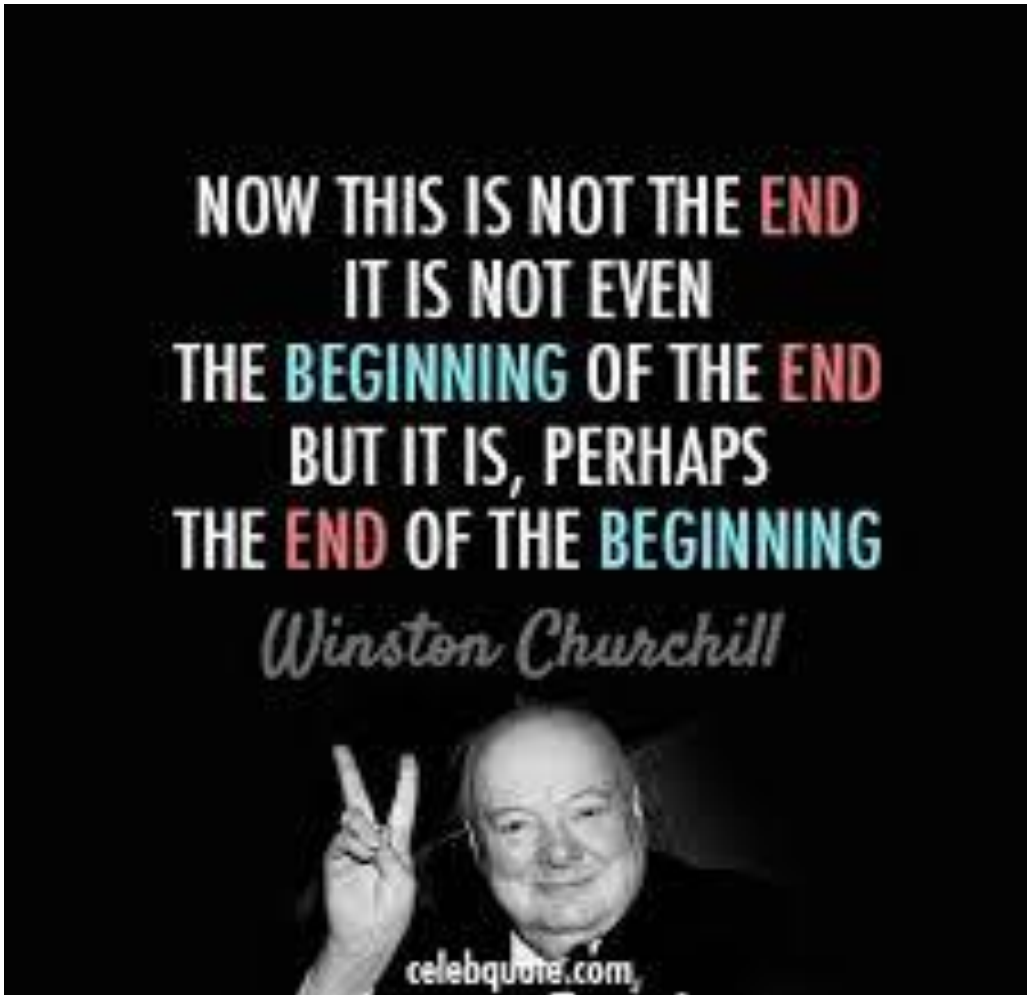


In the career and talent management resources areas, visitors will find the resources they need to succeed, including: tips and tools, industry expert blogs, association-specific models and samples, salary information, career videos, and career-focused bite-sized learning modules.



# ACHQ - CONTENT STRATEGY





# FOR MORE IDEAS, DON'T MISS:



## How to Run a Successful Association Career Center on a Shoestring

**When:** Tuesday, September 22, 2015 from 1:00 pm to 4:00 pm ET

**Where:** JW Marriott, Jr – ASAE Conference Center, 1575 I Street, NW, Washington, DC 20005

**What:** Free, half-day workshop for association professionals who manage their organization's career center.

The program will include:

- Review of the 2015 IAEWS-Job Board Doctor Global Survey focusing on the key take-aways for associations
- Panel discussion with association professionals who are successfully operating career centers on a shoestring
- Networking with others who are juggling multiple assignments, tight budgets and lean staffs.

A joint effort of the International Association of Employment Websites (IAEWS) and Association CareerHQ, the goal is to provide each attendee with a handful of ideas they can take back and immediately implement to improve both the operation and financial performance of their career center.

**Register Today!** To sign-up, please contact Peter Weddle, IAEWS Executive Director, at [director@employmentwebsites.org](mailto:director@employmentwebsites.org) or 203-964-1888.

