

# White Paper

## .Jobs Universe

January 2011

**Bill Warren**

Executive Director  
DirectEmployers Association, Inc.

## Introduction

The “.Jobs Universe”, a build-out of the .Jobs Top-Level Domain (TLD) that includes all geographical, occupational, and country-name .jobs domains for the purpose of creating an environment of seamlessly integrated employment domains, is revolutionary for both the recruitment industry and the Internet.

There are similar TLDs like .edu and .gov, which 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 practitioners and the public good.

Obviously, a project of this magnitude will produce many questions. This white paper has been created to outline our plan, answer questions, and provide clarification for DirectEmployers Association’s .Jobs initiative.

## DirectEmployers Association

DirectEmployers Association is owned and managed by over 600 member companies worldwide 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 led by Bill Warren, a co-founder and former president of Monster.com, who received the prestigious *Pericles Pro Meritus Award*, an honor presented by the Employment Management Association (EMA) in recognition of being the founder of online recruiting and for his outstanding contribution to the human resource profession.

## 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, DirectEmployers Association has created the .Jobs Universe to serve employers, job seekers, human resource practitioners and the international human resource community.

## Authority to Register .Jobs Domains

The .Jobs TLD exists on the Internet under the authority of the Internet Corporation for Assigned Names and Numbers (ICANN) an agency of the U.S. Department of Commerce. In 2005, ICANN awarded Employ Media LLC rights as the exclusive licensed operator of the .Jobs TLD for the global Internet community.

.Jobs is a “sponsored TLD”, meaning it operates according to policies established by a sponsoring organization that represents the International human resource community and ensures the TLD serves the needs of that community. The sponsoring organization for the .Jobs TLD is the Society for Human Resource Management (SHRM).

DirectEmployers Association received its authority to register the .Jobs domains and administer the .Jobs Universe as a result of its response to Employ Media’s Request for Proposal (RFP) in 2010.

## **.Jobs Universe Objectives**

The number one objective for the .Jobs Universe is 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, are allowed to list their employment opportunities free of charge.

Another objective is to provide employers low-cost recruitment advertising and branding 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 Universe is not comprised of millions of job boards but rather one dynamic platform serving only relevant jobs to the job seeker community. These domains are used as job seeker entry points to vetted, trusted and relevant job content. They also create meaningful and useful domains within the .Jobs Universe to connect job seekers from special interest groups such as military personnel re-entering the civilian workforce, people with disabilities and minorities with hiring employers.

## **Transparency and Human Resource Community Feedback**

- .jobs has received overwhelming support from DirectEmployers Association's 600+ member companies, including human resource practitioners from some of the largest corporations in the world.
- A 40-person .Jobs Advisory Council, comprised solely of human resource practitioners from leading companies, was formed to provide suggestions, guidance, and feedback for the .Jobs Universe beta test environment. This Advisory Council will remain intact.
- Industry experts, including CEOs of leading job boards, were invited to a .Jobs information meeting. An additional meeting was added to accommodate those with scheduling problems.
- At the meeting with industry experts, DirectEmployers Association 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 and other interested parties regarding .Jobs throughout 2010.
- During the International Association of Employment Web Sites (IAEWS) Congress, Carrie Corbin, AT&T, Rhonda Stickley, Providence Health & Services, and DirectEmployers' Chad Sowash made themselves available to answer questions about the .Jobs Universe build-out.
- Videos and other supporting materials have been provided on universe.jobs to inform interested parties and help the entire community better understand the .Jobs initiative.
- We have also made on-site presentations and solicited feedback from leading recruitment advertising agencies.

- Just as DirectEmployers Association has reached out to Employ Media, the .Jobs license holder, 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 provides a single interface for posting jobs to niche, targeted locations. Automated job feeds and single postings are only accepted from vetted employers and all jobs automatically appear in the appropriate city, state, country, and occupational .Jobs URLs. Job seekers can enter a desired city, state, geographic region, country, or occupation plus .Jobs (Atlanta.jobs, Engineering.jobs, etc.) in their browser for immediate access to relevant jobs.

The .Jobs Universe offers distinct advantages for both employers and job seekers. It is 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 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 is allowed in the .Jobs Universe. Employers with their own companyname.jobs URL, and those who list their jobs in the .Jobs universe, 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. At no cost to employers, the .Jobs Universe provides greatly needed efficiencies for all employers especially those with smaller budgets and more urgent hiring needs.

Employers are 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. The .Jobs Universe is also optimized for access on mobile browsers.

As part of the National Labor Exchange (NLX), an alliance between DirectEmployers Association and the National Association of State Workforce Agencies (NASWA), the .Jobs Universe plays 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. *Veterans.jobs* is the .Jobs Military Occupational Classification (MOC) crosswalk which helps 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.

The .Jobs Universe also provides a *MilitaryFamily.jobs* feature designed to help military spouses, dependents and caregivers quickly locate employment while their loved ones are serving our country. Military families enter the name of their military installation plus the intuitive .jobs suffix into their browser and receive a list of employment opportunities on their assigned base or in surrounding cities (CampPendleton.jobs, FtKnox.jobs, NewPortNews.jobs, etc.).

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 in all countries, cultures and population segments.

## 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, DaVita Inc.**

*Director, People Services*

“I am excited about the .Jobs Universe. 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 Universe 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 much 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, please contact DirectEmployers Association toll-free at 866-268-6206 or 317-874-9000. Additional information is also available via email at [info@directemployers.org](mailto:info@directemployers.org).