

Update: February 2011

Reemployment Update

Job Search Trends: Online and On-Demand

Although we've recently seen the worst unemployment situation since World War II, the good news is that many things have changed since then. The world of work is now largely online. It's where the jobs are and where the job seekers go to find them. Over 75% of American homes now have Internet access and nearly 100% have access through friends, family, libraries and employment centers. Just as computers and smart phones offer video conferencing and many employers start with phone interviews, job seekers too are beginning to prefer online solutions. Three key areas of change provide evidence of this trend.

Aggregators: The Super Job Board

Since 1979, an estimated 40,000 job boards, including Monster.com, CareerBuilder and corporate websites have sprung up and list hundreds of thousands of jobs daily. This may seem daunting, but since 2006, job board "aggregators" have solved the problem by "scraping" job postings from many boards, making them searchable from one place. Like *Expedia*, *Kayak*, and others have done for travel needs, *Indeed* and *Simply Hired* are emerging as the two leading aggregators in the job board industry. Job seekers can instantly search postings from thousands of job boards by salary, keyword, city, and other criteria. These mega boards will also send you an email the moment a job matching your criteria is posted anywhere in their network.

The Power of Networking

Historically experts estimated that over half of all hires happen through networking, and it's likely become an even more powerful influence with the growth of online solutions. Online social media has given a huge boost to those savvy job seekers who know how to use it. Recently both LinkedIn and Facebook have added powerful job board aggregator cross-functionality. For example, you can use either site to search a mega job board and find a job you like. In an instant, you can find who in your network (first, second or third degree) either had a similar job title or worked for that same company and make contact to gain valuable insight and/or connections. LinkedIn taps their multi-million user-base to tell you the statistical success of your career path to land the job you want. And you can even find out what books people with your dream job have read.

Outplacement Keeps Pace

Outplacement is slowly but surely following the trend. Traditional firms are trading out bricks and mortar and migrating to coaching by phone and online, and in doing so, are following the trend of movie rentals, book sellers, shoe sellers, and so many others. Outplacement firms can now match job seekers with the best job coach fit regardless of where either lives. And both save hours as they simply connect by phone, e-mail, or text, avoiding the time, money and hassle of traveling to see one another in person, which neither finds terribly helpful in getting the job done. Most encouraging is that one-on-one coaching is now affordable for all levels of employees. Hourly employees were once given only one option - group seminars - where they retained little of what they needed over the next 4-6 months as they navigated the job market. They can now have customized one-on-one coaching that is targeted to where they are in their job search, whether discovering their career path or fine tuning their interview approach.

TALX's online, on-demand reemployment solutions can help employers lower their unemployment costs by meeting the ever-evolving needs of transitioning employees. For additional information regarding this article and other unemployment or reemployment updates, please visit our corporate blog at <http://blog.talx.com/> or contact Pete Krieshok at 314-214-7325, or by e-mail at pkrieshok@talx.com.