



**HUB** SOURCE





# Why?

Local and regional need

Of 264 members surveyed in 2015, 45% indicated that the greatest need facing their business is talent.

Our employment gap continues to widen.

Licensing costs for off-the-shelf solutions were more expensive than a custom solution based on the Chamber's 1500+ membership size.



# What?

A common front door

National talent attraction and regional job matching.

Connecting talent to jobs, internships, resources & businesses across SE Minnesota.



# Who?

Our community members

Led by the Rochester Area Chamber of Commerce, Chamber Foundation, and BrandHoot.

Diverse range of input from over 250 community members and organizations. Focus study groups, one-on-one meetings, and surveys.

Sponsors, community partners, education, non-profits, businesses, HR staff, and community members all provided input.



How will Hubsource  
stand out?



# Free for Chamber members

## CHALLENGE

How do we provide more value to our small and medium sized members?

---

## SOLUTION

A free tool for Chamber member businesses to grow through access to talent and resources.

For example: Hiawatha Homes has 90+ openings. To help close this gap, Hiawatha wanted a direct link from postings to their own job application. On Indeed this would cost \$4,000. Hubsorce will do this for free.



# Culture Matching

## CHALLENGE

Of 110 area businesses surveyed, over 90% said culture fit was either important or essential to work.

---

## SOLUTION

A flexible set of culture questions for both employers and job seekers to identify with.

Plus, a simple employer profile for each organization.



# Hiring Workflow

## CHALLENGE

Sorting through applicants is time consuming and challenging, especially for small businesses with limited resources.

---

## SOLUTION

Candidate selection workflow tools built right in.





# Internship Matching

## CHALLENGE

Not enough employers offering internships and no single place to look.

---

## SOLUTION

Simple way to post internships and easy for students to find them.



# Resource Matching

## CHALLENGE

Many helpful community resources exist for both employers and job seekers, but few know about them.

---

## SOLUTION

Resources listed for job seekers and employers plus links to other online tools.

Workforce Center also suggested online resources for personal development and career guidance we can link to.



# SEO & Findability

## CHALLENGE

If we build it, will they come?

---

## SOLUTION

Local/Regional Search Engine Optimization (SEO) should work based on design best-practices.

We can automatically submit all Hubsourc jobs to Indeed, creating inbound national traffic. Free.

Social media sharing built in.

Regional marketing plan.

# Thank You!

Questions or want to get involved?

Email:

[jbrock@rochestermnchamber.com](mailto:jbrock@rochestermnchamber.com)



# HUBSOURCE

