



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!



HUBSOURCE

