



American Planning Association  
**California Chapter**  
*Making Communities Great*

**09 January 2015**

**TO:** APA California Board of Directors

**FR:** Marc Yeber, VP-Public Information

**RE:** Chapter and Section Website Job Boards

While the Chapter's Job Board has shown an increase in revenue over the past few years, it also has demonstrated a loss of certain job ads (*esp. from repeat agency clients*). Additionally, it has come to my attention that the Job Ad program can be confusing as it relates to Local Section's corresponding program. For example, a public agency recently placed a free ad with a Local Section and had been operating with the assumption that such ad would be distributed chapter-wide via the Chapter website.

### **Background**

Currently, the Chapter charges \$70.00 for up to 50 words for a 30-day job ad. An additional incremental fee is charged for ads over 50 words and up to 500 words. Generally, job ad submissions fluctuate weekly and come from both public and private sector clients. Aside from more than the occasional functionality and layout issues associated with Chapter's website design, other factors may also be contributing to the loss of certain ads. Following are some of those reasons:

1. Other job boards are comprehensive, consistent, and contain easy-to-read content.
2. Regularly updated content helps to establish a built-in audience.
3. Layout is not user friendly and not readily accessible.
4. Some Local Section Job Boards offer this service either for free, a small flat fee, or a combination of both (*a brief analysis follows*).

Central	No Job Board
Central Coast	No Job Board
Inland Empire	\$25.00 / a few postings
Los Angeles	no listed fee/ no postings
Northern	Free/ numerous postings
Orange	no listed fee/ several postings
Sac Valley	has Job Board menu option, but page not yet developed
San Diego	\$ 35.00, but free to corporate sponsors. Also lists a few Planetizen's job ads

### **Proposal**

While the first three issues will be addressed during the development and implementation of Website 2.0, the fourth issue requires some discussion and possible action. In order for ALL Local Sections to benefit from this capability and to make the job posting process less confusing and more effective for

the agency client while allowing for a more efficient experience for the member, it is recommended that the following be considered.

1. Adopt a revenue sharing program that is managed by the Chapter. This would mean that a fee-based ad would be placed with the Chapter to appear on the Chapter website as well as the corresponding Section website. Both the Chapter and the Local Section would share in the revenue from such ad.
2. Local Sections with Job Boards would need to abandon their fee or fee waiver requirements. A few modifications to their Job Board page may also be required.
3. Local Sections that currently do not have an active Job Board would need to add and/or develop this capability.

**Potential Initial Fiscal Impacts and other Unknowns**

While in the long term it is projected that both the Chapter and all the Sections could benefit from this new program, the initial financial impacts and implementation need to be addressed.

- a.) would the Chapter's revenue sharing be offset by the increased quantity of ads lost to free ads offered by Local Sections and would Local sections that now charge for such ads be (at least) revenue neutral?
- b.) Are there potential site traffic and local sponsor impacts to the Sections that offer FREE job listings?
- c.) how will the Chapter's job information be populated to Section websites and what are the associated changes required?
- d.) what are steps needed to educate agency clients and members, and what are the associated costs for implementation?

**ACTION REQUESTED:** recommend that Board adopt a more consistent and streamline policy between the Chapter and Sections when it comes to job ads with further study as to the costs/ benefits and implementation of such a program.