

# DirectEmployers

## Who is DirectEmployers Association?

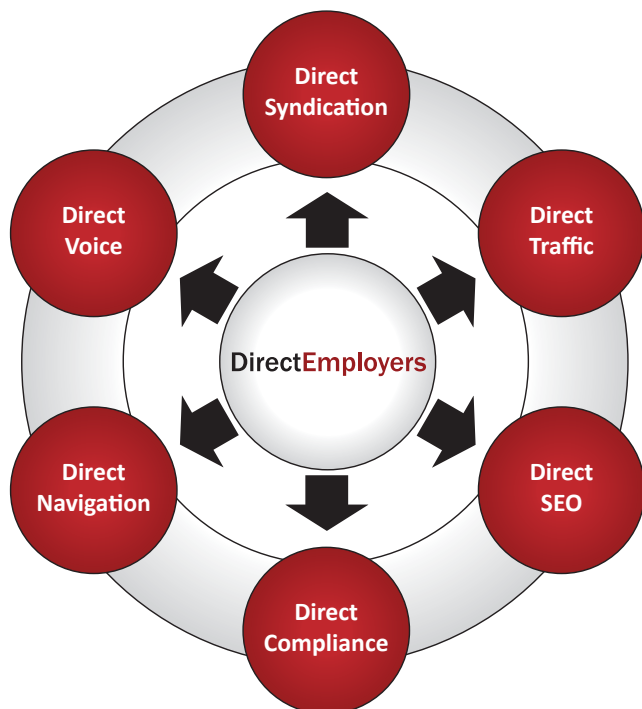
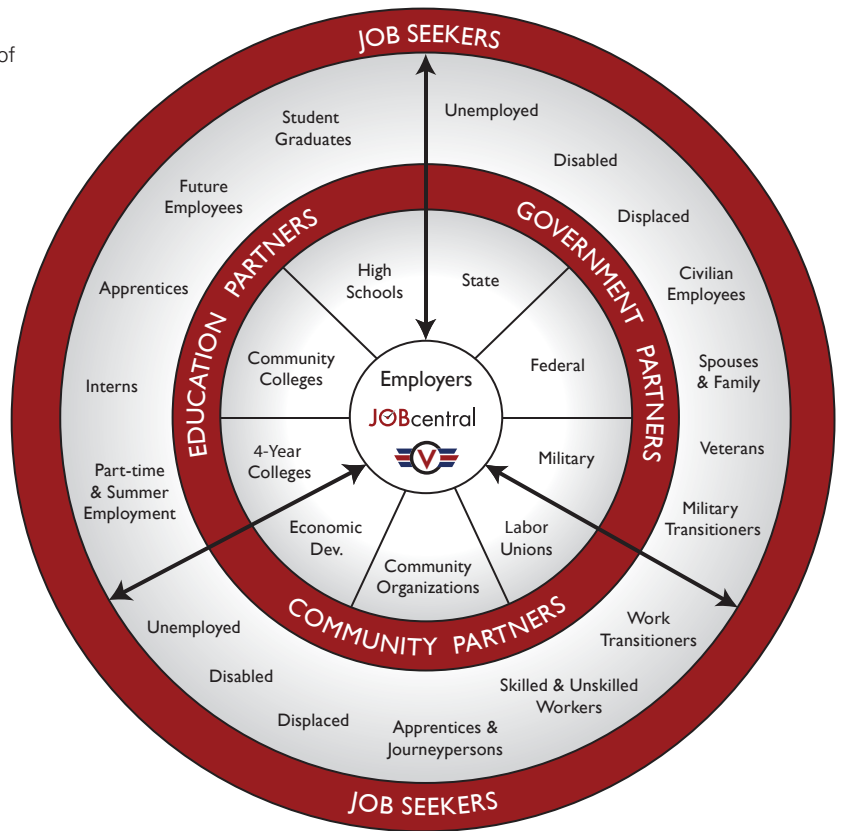
DirectEmployers Association is a nonprofit HR consortium of leading global employers formed to improve labor market efficiency through the sharing of best practices, research and development of recruitment technology.

## Mission

To provide a cost-effective national employment system that improves labor market efficiency and reflects our nation's diverse workforce.

## Partnership Strategy

DirectEmployers Association defines a partner as an association or alliance that contributes staff, resources, and insight to support and aid in our mission. Our partnership strategy expands member reach to key niche audiences and multiplies the number of candidates who view employer job opportunities.



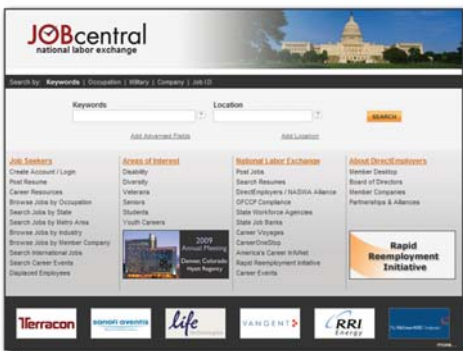
## Member Benefits

DirectEmployers Association provides a wide-range of products, services and engagement opportunities for Members—all of which are designed to improve labor market efficiency, educate employers and establish best practices. The cost to employers is kept minimal by leveraging the power of Member numbers and resources.

*“DirectEmployers Association provides a much more global approach and it gives us much broader access to potential talent pools — that is exactly what we want... for less (money).”*

**Rhonda Stickley**  
Sr. Director Talent Acquisition,  
Providence Health & Services

## Direct Syndication



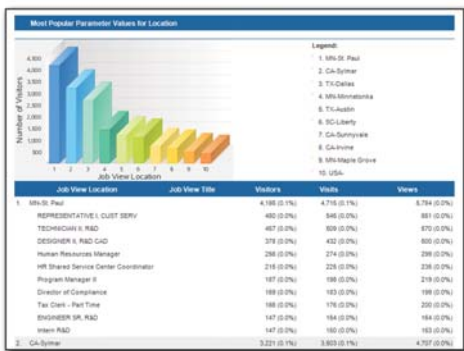
Direct Syndication indexes Member jobs and makes them available to thousands of niche sites in our network, including diversity, veteran, disability, college/alumni, and search engines.

## Direct Compliance



Direct Compliance is a service which provides participating Members with job distribution to appropriate employment service delivery systems and includes corresponding reports according to Jobs for Veterans Act (JVA) regulations.

## Direct Traffic



Direct Traffic measures job view clicks on jobs distributed through Direct Syndication. There are several analytics systems for measuring web traffic. Multiple sources should be reviewed, compared, and contrasted to tell a complete and credible story.

## Direct Navigation



Exciting new technology integrating social media, employer career sites, and a job universe. Custom .jobs web addresses have revolutionized online recruitment and the job seeker experience making .jobs the trusted source for jobs.

## Direct SEO



Direct SEO is a self-service search engine optimization (SEO) solution that generates fast SEO ranking growth. Member sites earn trust from the end-user by displaying the company hostname on a search engine results page.

## Direct Voice



With Direct Voice, employers can access features on the Member Desktop, participate in webinars and surveys, and utilize the vast array of white papers, case studies, survey results and industry expertise.

# Leverage Your Power

Visit [DirectEmployers.org](http://DirectEmployers.org) or call (866) 268-6206.