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2007-10-19 PCA President-Elect Report

Pennsylvania Counseling Association

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President Elect Report

Donald A. Strano, Ed.D., LPC, NCC

October 2007

1. Job board on the website

I have contacted "JobTarget" a firm that designs and hosts Career Services areas on organizations web sites. I have an edited version of their response below. At first glance it seems like a possibility but I'm not sure that it will fit employers we would be dealing with, who I assume would be mostly non-profits.

The pluses seem to be: they host (on their server) and maintain the page; they design it to match our site so it appears as ours; there is no cost to PCA and provides an opportunity to generate revenue; it can be structured so members can post their resume for free while you can charge non members to post resumes; they can structure the site to facilitate a job fair at the conference.

The negatives would focus on money, while we would potentially generate revenue for PCA and they handle billing and collection, there is an expectation that employers will pay a fee for posting jobs and have to pay for individuals resumes they wish to contact. I have my doubts that this is a model many employers of counselors are going to be in favor of although hospitals may be familiar with this approach.

JobTarget will design, develop, customize, implement and fully-manage a "state of the art" Career Services area on the PCA website at no cost and with no fees of any type for as long as you are our client. Our Career Services software includes a Job Board, where employers/recruiters can post job openings for your website users and; it includes the most important value-added benefit PCA can offer on its website...our unique Anonymous Resume Bank.

PCA website users will able to do both active and passive job searches in complete anonymity. After being contacted by an employer about a job opening, your job seekers will decide on a case by case basis who they reveal their contact information to. Our service is your own branded private label product...your organizations own asset with your websites seamless look and feel. Also, all on-going design or customization changes that you need to your Career Services area are provided at no cost for as long as you are our client.

The service we provide PCA is fully-managed; JobTarget provides the credit card/payment processing, net-30 electronic & paper billing, customer service, customer support, collections and all software upgrades to keep our technology cutting edge.

Built into our technology is a print publication/electronic newsletter module. This module allows an employer who wants to post a job on your on-line job board to be up-sold, to post a job on both your job board and print publication/electronic newsletter simultaneously.

2. 2008 Conference theme

I have identified a theme for the 2008 conference:

Getting Back To Our Roots

We can connect this to the 40th anniversary of PCA.

3. Initiative

Since I have come to the position of President-Elect a little late in the game I am trying to get up to speed. I am exploring what I may take on as an initiative and would like to tie it to the theme of getting back to our roots as counselors. I would like to focus our attention on the counselors role of enhancing growth and development.