February 28, 2011

Dear Colleagues,

We are excited to announce the launch of a new and enhanced career center to serve our community. EDUCAUSE continually evaluates available products, services and programs to ensure we meet our member’s needs. In a recent evaluation of the EDUCAUSE online job board, we compared it against those offered by other higher education associations. We found that many of our sister associations provide more robust services and functionality to their members – both for institutions and individuals. We also found that job posters and seekers alike widely expect a level of functionality from job boards that is significantly better compared to our job board. Therefore, we felt it was important to update our current job bank by outsourcing to a company that specializes in job bank development and operations. Our new Career Center will allow members to experience capabilities similar to what they are already using on other higher education job sites or for-profit boards (e.g. dice.com).

In order to offer the improved service to our community, we needed to begin charging a small fee to job posters. We felt the need to provide improved functionality outweighed the costs to members. As a non-profit association, some of our products, services or programs operate at a net loss, including the EDUCAUSE Review and several of our professional development programs, while other offerings help offset these losses. We search to maintain a healthy balance, and that is why many of our offerings’ percent rate increases (e.g. dues and a variety of conferences) have traditionally been smaller than most other associations over the years. Similarly, many of our offerings (e.g. EDUCAUSE Live! web seminars, EDUCAUSE Now podcasts, our online Resources, and EDUCAUSE Review) remain a free benefit of membership.

Finally, the basic member fee of $200 for a job posting was determined after evaluating many other higher education sites that provide recruitment advertising. Our goal was to remain in line with, or lower than, the average rate of comparable sites. For example The Chronicle of Higher Education currently charges $260 for a 30 day job posting and NACUBO’s current rate is $300.

We do realize this decision adds a modest, additional cost for member institutions to use the EDUCAUSE Career Center as a recruitment tool. However, we hope you see value in this improved resource.

If you have any questions about this new service, please contact our career center help desk at (888) 491-8833, Ext. 2185.

Sincerely,

EDUCAUSE Member Services