



Hello and Welcome!
Truckee-Tahoe
Official Work Net



**We chose to work on
a job posting effort**



**Lake Tahoe:
A beautiful place to live,
a hard place to find work**



We are Team Truckee-Tahoe Official Work Net (TTOWN)

Truckee-Tahoe Official Work Net is a trusted, non-profit source for actual work, whether it be someone that needs their walk shoveled, a mural painted, a civil engineer, an assistant or a pilot to fly to San Francisco. For a nominal fee, TTOWN connects people who want to work and get paid with employers who want to treat people fairly and get a job done well!



Needs Assessment



Employers' Survey



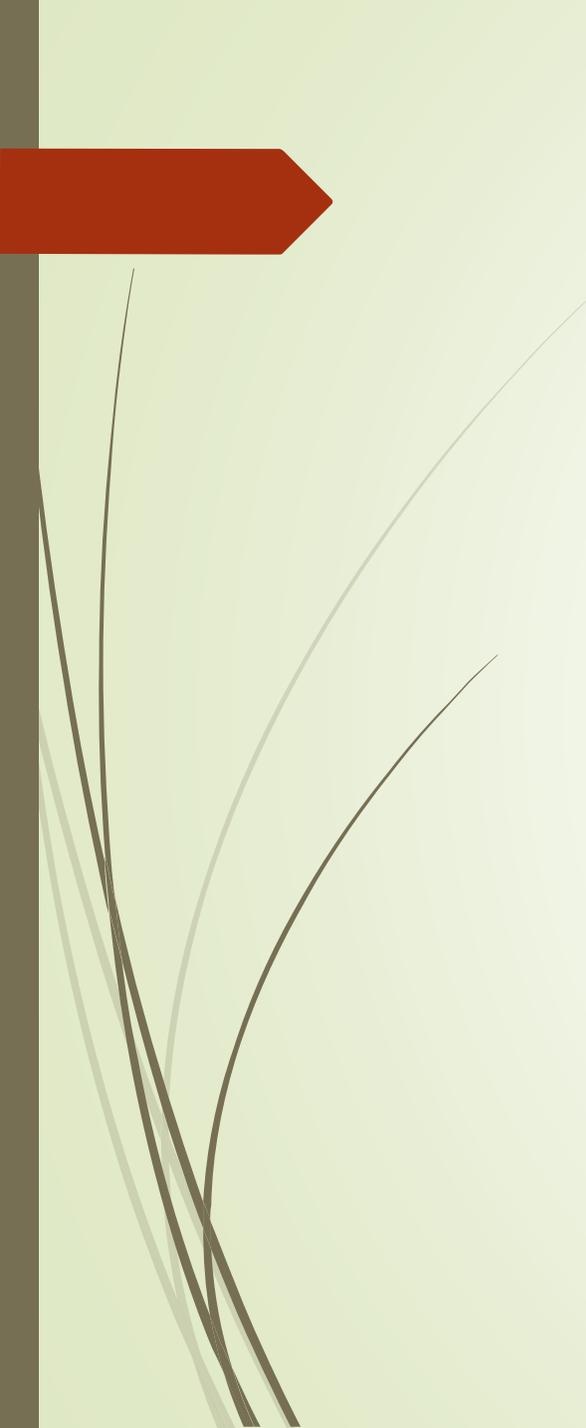
Who: 21 people who hire employees in the Tahoe-Truckee area.

What: Employers filled out a survey of 7 questions: 3 open-ended, 3 multiple-choice and 1 Likert-scale

Where: Interviews took place in the interviewees' office or place of business.

When: Interviews took place March 28 - April 19, 2014

How: Interviews were conducted in-person and individually. Each interviewer introduced him/herself, explained his/her participation in the Truckee-Tahoe Leadership program and asked the interviewee to fill out the survey. Some conversation outside of the survey did take place.

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1. How many job posting do you typically have in a year? (circle one)
 2. Would you utilize a website like Truckee-Tahoe Official Work Net (TTOWN that is geared specifically to the Tahoe-Truckee area?
 3. How much would you be willing to pay to utilize such a website? (Circle one)
 4. Where do you currently post or advertise your job openings?

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- 5. How much do you currently pay for job advertisement (per post, monthly, annually, etc.)?**
 - 6. How satisfied are you with your current sources for advertising job openings? (circle one) 1 (not satisfied) -- 5 (very satisfied)**
 - 7. What would you improve about your current sources for advertising job openings?**



Conclusions

Of those interviewed:

- the majority would post up to 5 positions on the the TTOWN.
- the majority would utilize TTOWN.
- Craigslist and the local papers are utilized most for advertising positions
- 67% are neutral or dissatisfied with their employment advertising options



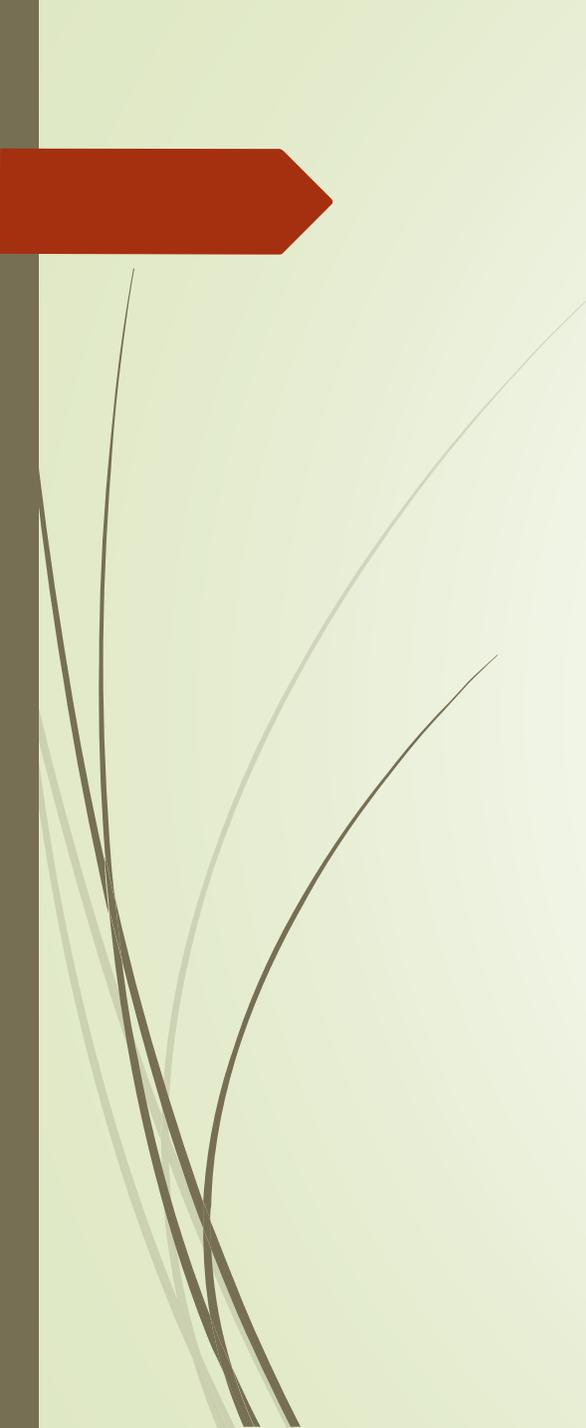
TTOWN fee structure: Based on the results, we should consider a \$10-\$30 fee per post or a monthly fee for unlimited posts. Over half of the respondents pay to advertise jobs, thus we may conclude that they would be willing to pay to post on TTOWN.



TTOWN would meet many of the desires for improving current advertising sources such as: providing more exposure, providing local coverage, candidate screening.



Employees' Survey



Who: 20 People who work and search for work in the Tahoe-Truckee area.

What: Employers filled out a survey of 6 questions: 1 open-ended, 4 multiple-choice and 1 Likert-scale

Where: Interviews took place in the interviewees' office or place of business.

When: Interviews took place March 28 - April 19, 2014

How: Interviews were conducted in-person and individually. Each interviewer introduced him/herself, explained his/her participation in the Truckee-Tahoe Leadership program and asked the interviewee to fill out the survey. Some conversation outside of the survey did take place.

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- 1. How/Where do you currently look for job openings in the Truckee-Tahoe area?**
 - 2. Is it difficult for you to find job openings in the Truckee-Tahoe area?**
 - 3. How likely are you to look for a job on a website that was geared specifically to the Tahoe-Truckee area? 1 (not likely) - 5 (very likely)**

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4. **Would you be willing to have your skills and/or resume entered into a database to be matched with a job opportunity?**
 5. **Would you like to be notified when a job you are interested in has been filled?**
 6. **How much would you be willing to pay to join the TTOWN network?**



Conclusions

Of those interviewed:

- Craigslist and local newspapers are the most utilized sources for their job search
- 90% consider finding work in the Truckee-Tahoe area difficult.
- 70% would very likely use TTOWN
- Over 2/3 would enter their skills/resume into a database
- The majority would like to be notified when a position is filled



TTOWN should consider a one time registration fee under \$10 or charge no fee for usage.



Truckee-Tahoe Official Work Net (TTOWN)



Overview



Truckee-Tahoe Official Work Net is a trusted, non-profit source for actual work, whether it be someone that needs their walk shoveled, a mural painted, a civil engineer, an assistant or a pilot to fly to San Francisco. For a nominal fee, TTOWN connects people who want to work and get paid with employers who want to treat people fairly and get a job done well!



Main Goal

To be the most credible, utilized, low cost work search website to post and search for contract, temporary, part-time and full-time positions in the Truckee Tahoe area.



Objectives

1. To have over 75 company/individual users in our database within the first year
 2. To receive at least 4 out of 5 stars with local reviews
 3. To have less than 5% inappropriate listings
 4. To have 40% repeat employers and 20% repeat job seekers (low because they will have found satisfying positions) within the first 2 years
 5. To have over 70% positive feedback/endorsements on our website.
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12 Month Timeline





Month 1: Brainstorm website functions, create list of expectations; search for website designer, database designer (hire or volunteer); outline web design and functions; buy domain name; consult legal business needs; search for BOD

Month 2: Hire website designer, database designer; develop website; confirm database capabilities, incorporate in web design; implement business structure

Month 3: Finalize website design; determine categories of work; make decisions on fee structure and for whom

Month 4: Beta website, reach out to local employers, potential employees, including contract workers; develop website, confirm website manager duties



Month 5: Load information into database and QA website; advertise in free sources and perhaps go on the Truckee cable show to explain who/what we are

Month 6: Launch website; firm postings with at least 50 employers/employees

Month 7: Continue advertising to local businesses; Create customer survey to make improvements if/where needed; make connections and post endorsements

Month 8: Tweak any software issues and streamline our posting process



Month 9: Vet employee/employer postings;
forward viable positions

Month 10: Create volunteer commitment for
hired employees; determine comfortable donation
levels from employers

Month 11: Outreach to greater Tahoe area,
Nevada Job Source, other unemployment centers;
develop long-term strategy for self-sustaining
website with low-key overseers/volunteers

Month 12: Advertise; canvas employers –
seasonal, one-time, contract, part-time, full-time;
determine long-term feasibility

BUDGET - \$5000

Database design \$1000

Web design \$750 same person?

Hardware/software \$1000

Domain - \$12

Internet - \$300

Supplies/P.O. box \$238

Advertising/mailing fees \$700 (mostly email, homemade pamphlets and telephone)

Non-profit Business license \$500

Accountant/attorney - \$500 consult on what direction to go (again maybe some Leadership network) 10 hours @\$50





In conclusion, this is a viable, needed concept that would benefit employees and employers, as well as residents of the community who need assistance or would like to use their talents for unique projects.



LAKE TAHOE | LAS VEGAS | RENO | ONLINE



north lake tahoe
Chamber | CVB | Resort Association



THANK YOU!!

