

2007 Human Resources Marketing Survey in Tech Valley

Introduction

The purpose of this survey is to provide a snapshot of what companies in Tech Valley dedicate to their Human Resources Marketing activities. The activities included were job boards, outsourced recruiting, employee training, and strategic planning. The capabilities on a company's website are also an indicator of what level of funds and resources it is dedicating to human resources. This is meant to give anyone involved with the human resources decision making process a benchmark against which to compare her/his company's budget and activities. In the following pages are the methodology used for the survey, the questions asked of the respondents, and a series of charts breaking down the data that was received.

Methodology

The 2007 Human Resources Marketing Survey in Tech Valley was a completely anonymous survey that was distributed to many human resources departments in Tech Valley. The survey consisted of eight questions meant to give a broad view of how human resources departments allocate their funds. The survey was designed to be brief in order to be unobtrusive to the professionals who were generous enough with their time to respond. 500 individuals successfully received the email invitation to complete the survey. There were a total of 50 voluntary respondents at the close of the survey, which resulted in a 10% response rate for the survey. The following charts were derived from the results that were broken down by revenue, number of employees and industry.

Questions

1. What is your total annual advertising budget for posting on job boards?
 - \$0 to \$999
 - \$1,000 to \$4,999
 - \$5,000 to \$10,000
 - Over \$10,000
2. What is your total budget for outsourced recruiting services?
 - \$0
 - \$1 to \$19,999
 - \$20,000 to \$100,000
 - Over \$100,000

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3. What is your annual budget for employee training?
 - \$0
 - \$1 to \$9,999
 - \$10,000 to \$50,000
 - Over \$50,000
4. How much do you spend annually on Strategic Planning?
 - \$0
 - \$1 to \$1,000
 - \$1,001 to \$10,000
 - \$10,001 to \$50,000
 - Over \$50,000
5. On your company website can you? (Check all that apply)
 - Email resume
 - Apply online
 - View current openings
 - No career section
 - No company website
6. Total number of employees?
 - Less than 10
 - 10 to 49
 - 50 to 99
 - 100 to 249
 - 250 to 499
 - 500 to 1,000
 - More than 1,000

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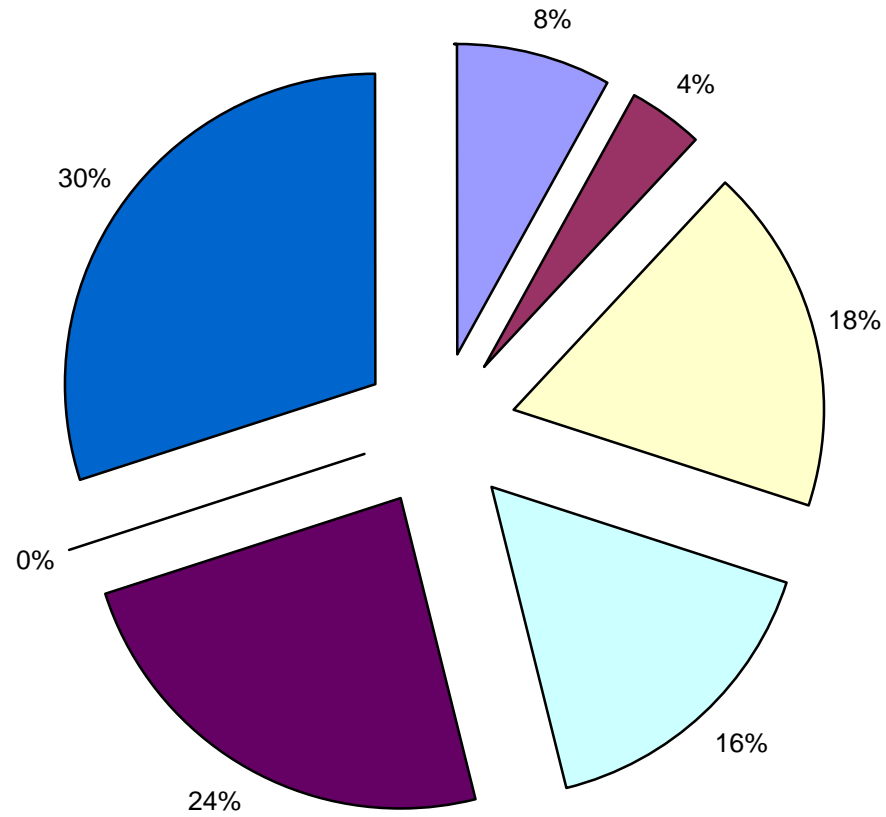
7. What is your company's annual revenue?
 - Less than \$500,000
 - \$500,000 to \$999,999
 - \$1,000,000 to \$4,999,999
 - \$5,000,000 to \$9,999,999
 - \$10,000,000 to \$49,999,999
 - \$50,000,000 to \$100,000,000
 - More than \$100,000,000
8. Industry
 - Technology
 - Healthcare
 - Not-for-profit
 - Financial
 - Manufacturing
 - Government
 - Professional Services
 - Other

Contact

If there are any questions or concerns regarding this survey or Raize Professional, please refer them to:
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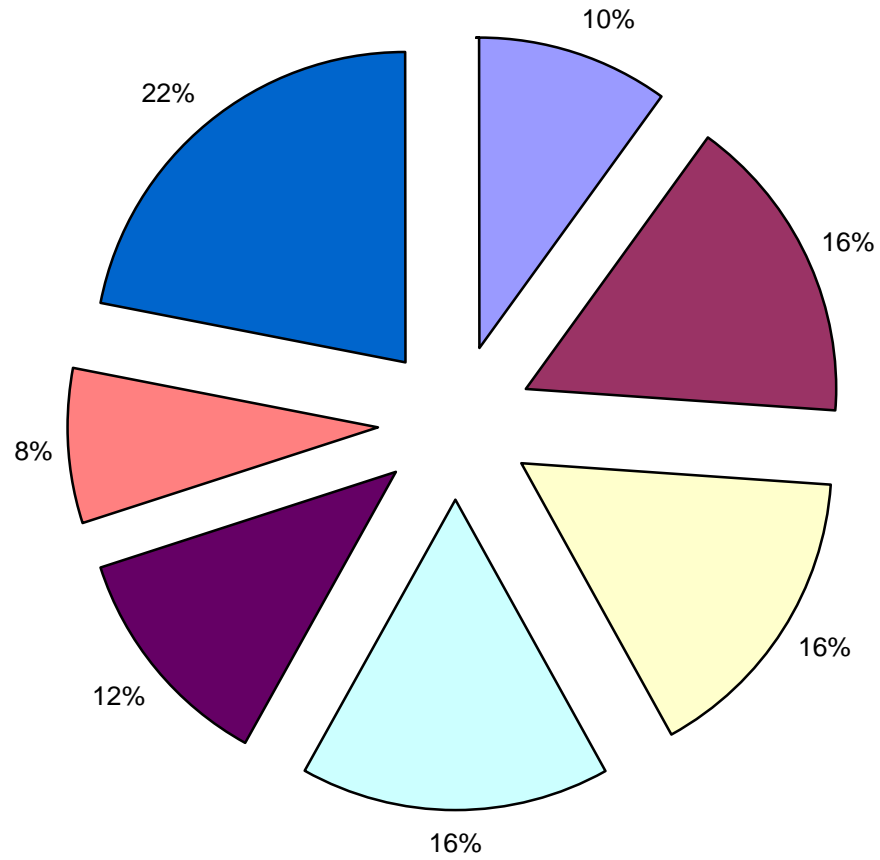
Revenue Breakdown



AG Under 500K 500K to 1M 1M to 5M

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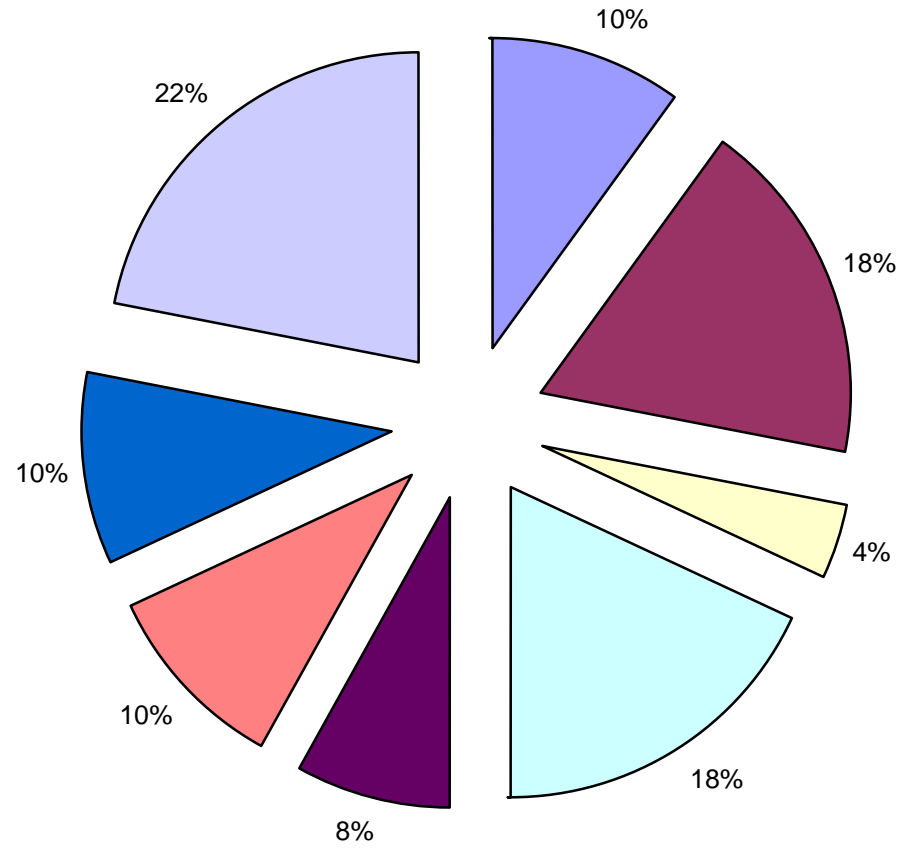
Number of Employees



■ Less than 10 ■ 10 to 49 ■ 50 to 99 ■ 100 to 249 ■ 250 to 499 ■ 500 to 1,000 ■ Over 1,000

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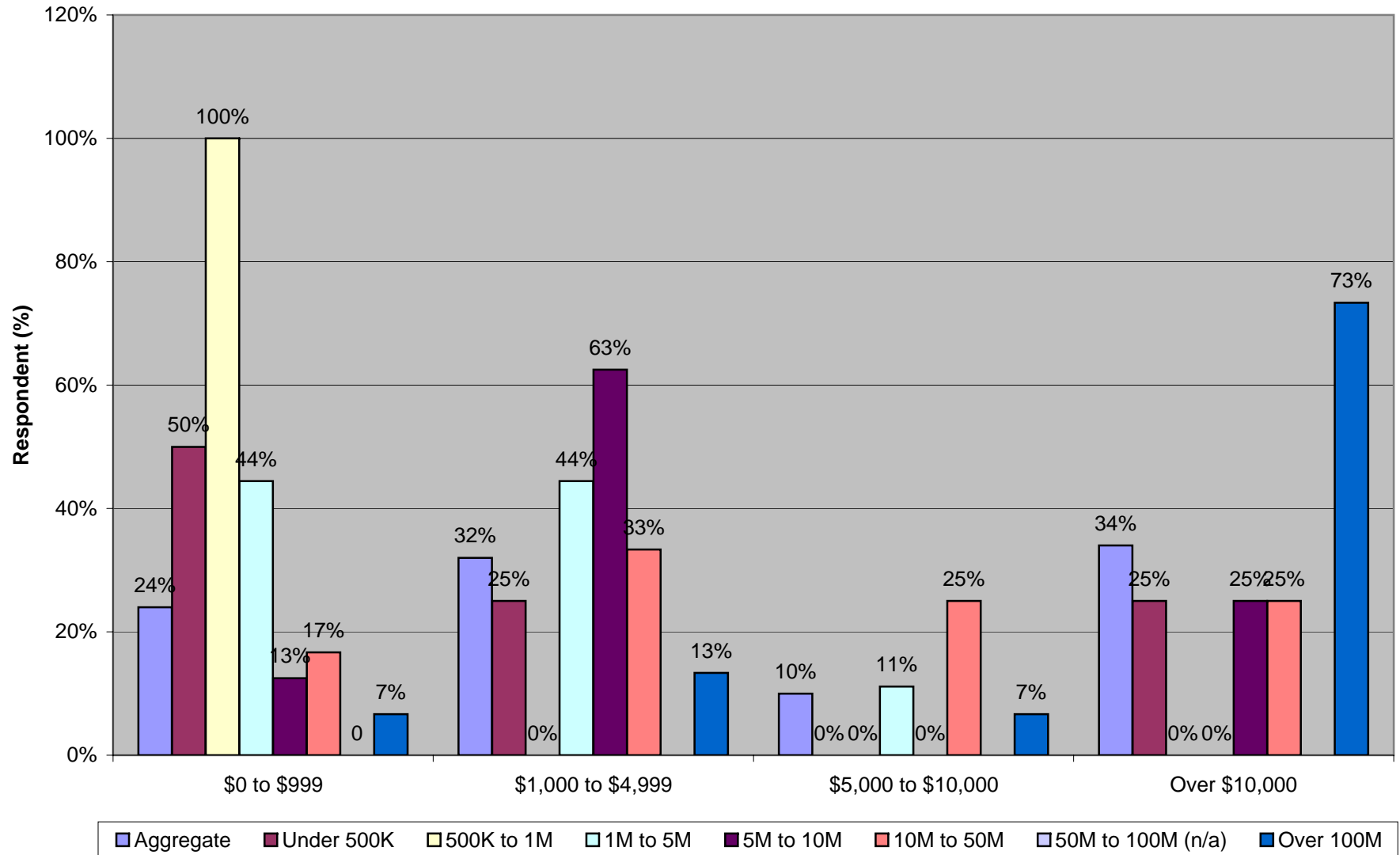
Industry



Technology Healthcare Not-for-profit Financial Manufacturing Government Professional Services Other

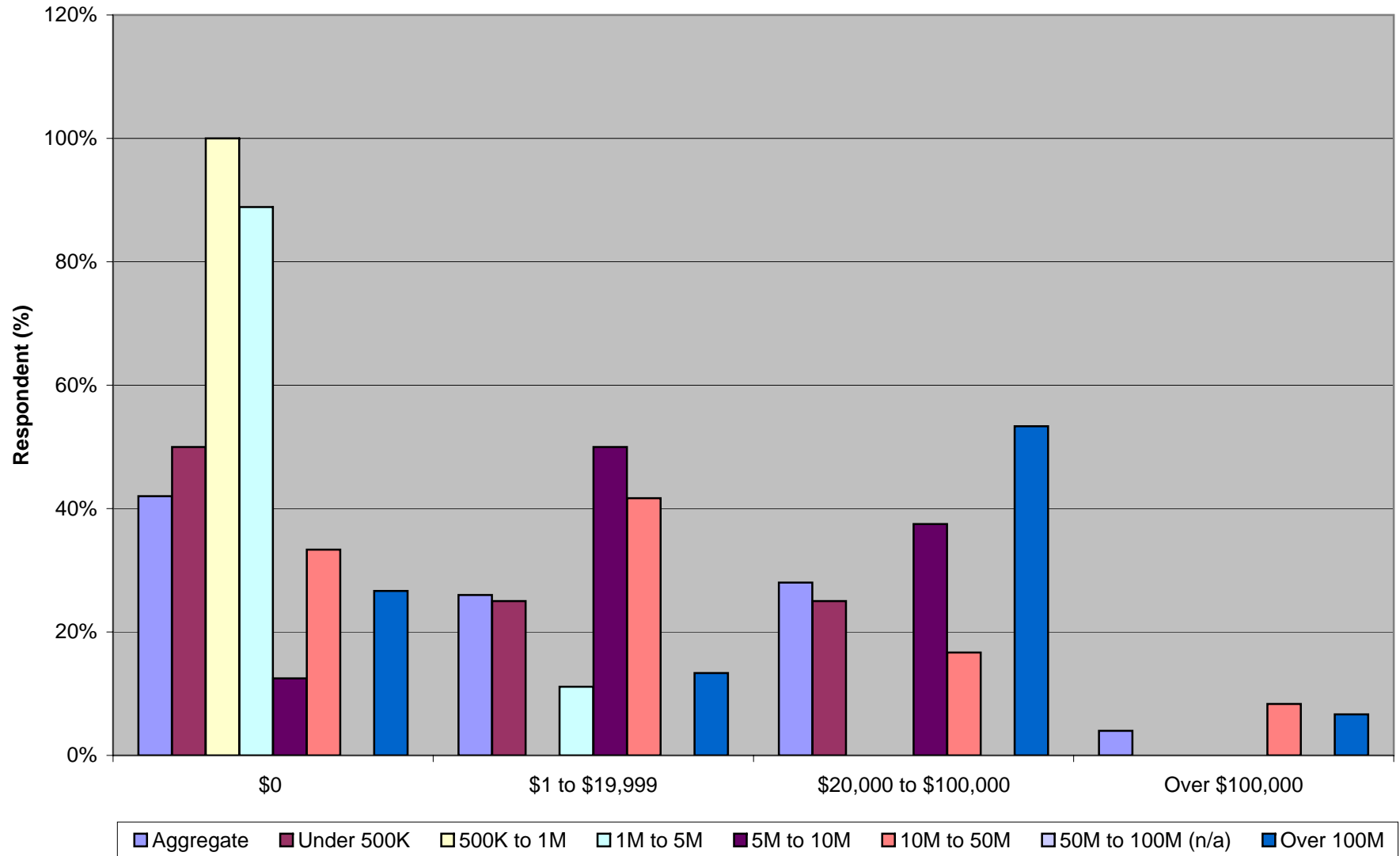
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Annual Job Board Budget (By Revenue)



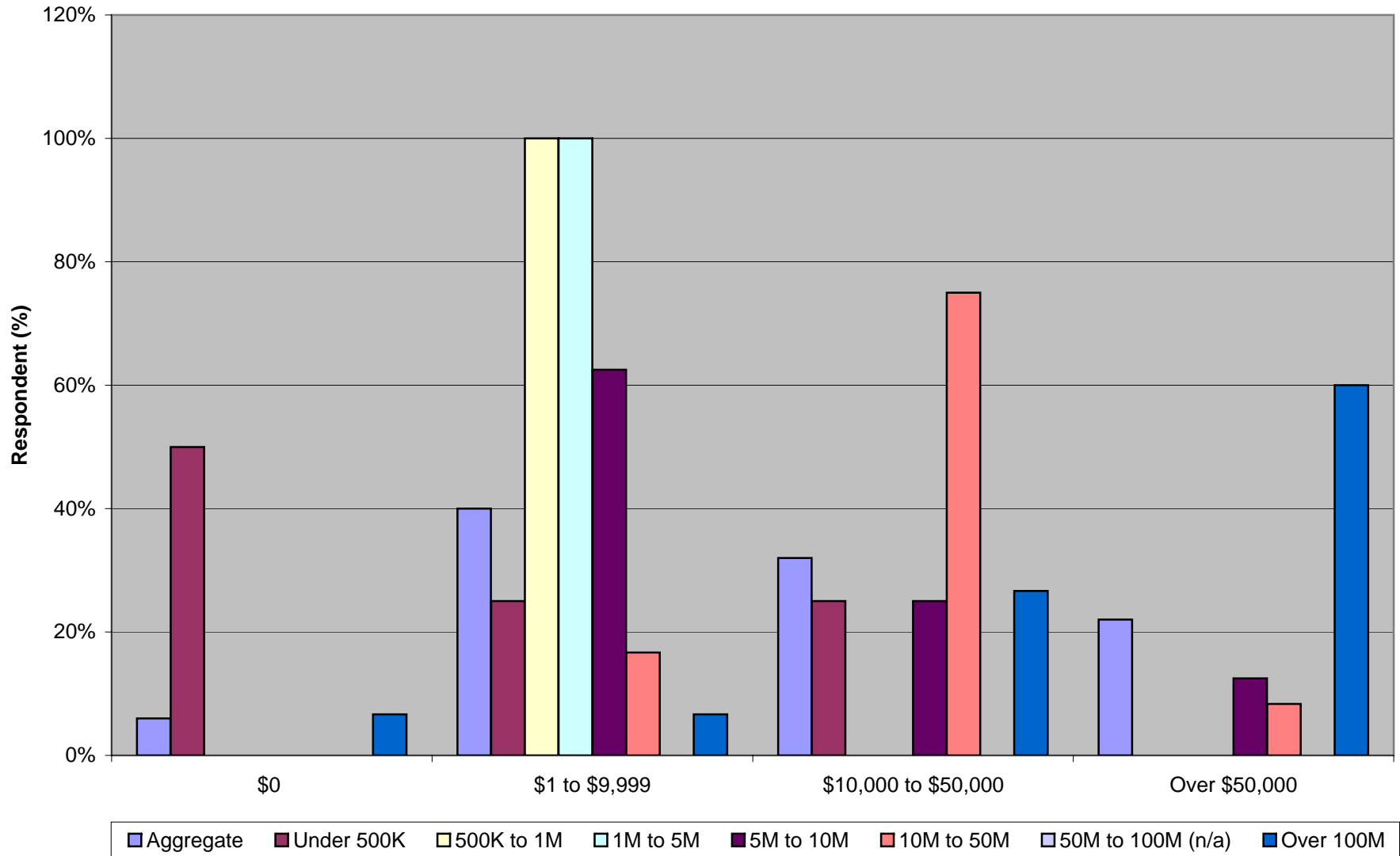
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Outsourced Recruiting Budget (By Revenue)



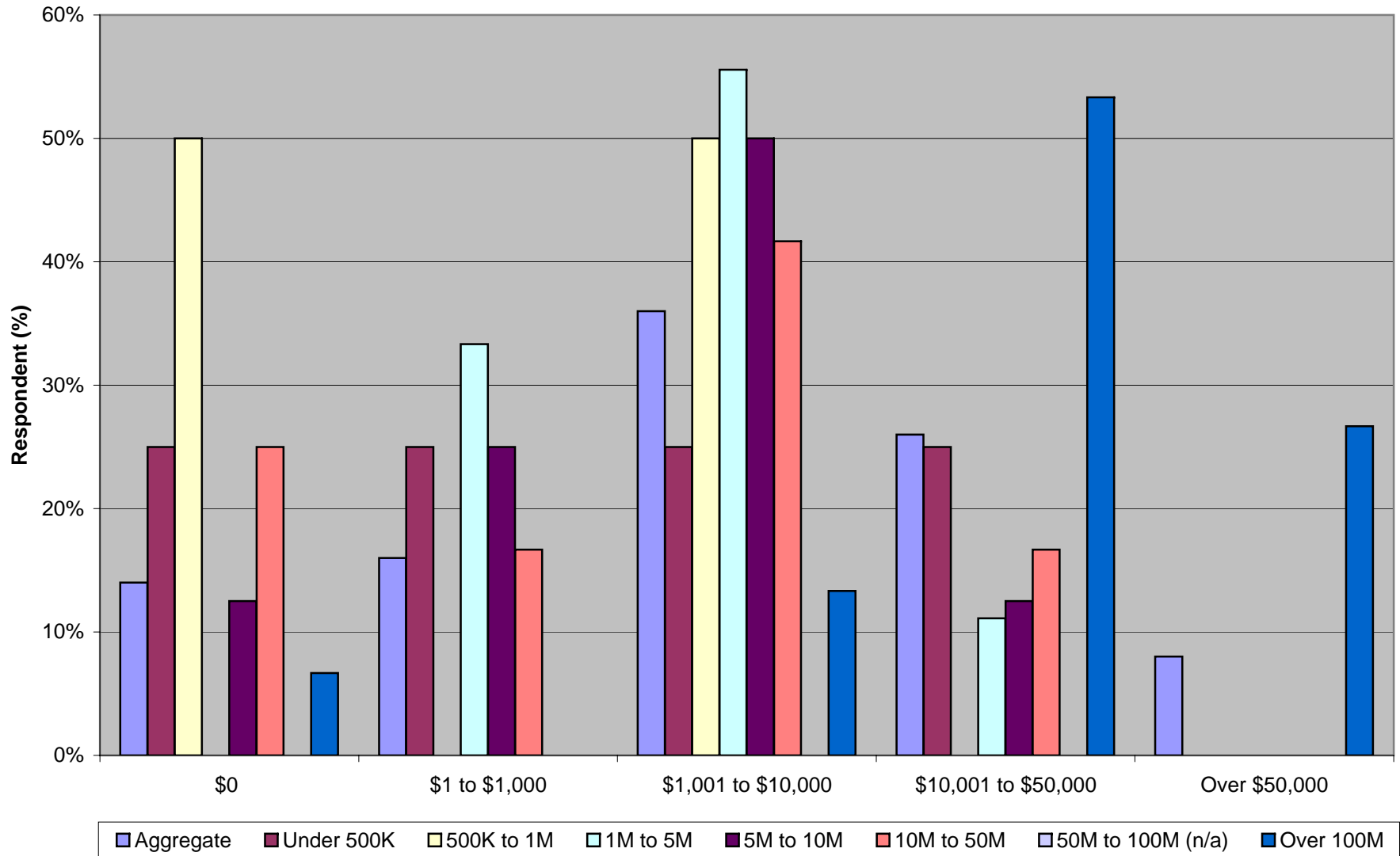
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Annual Training Budget (By Revenue)



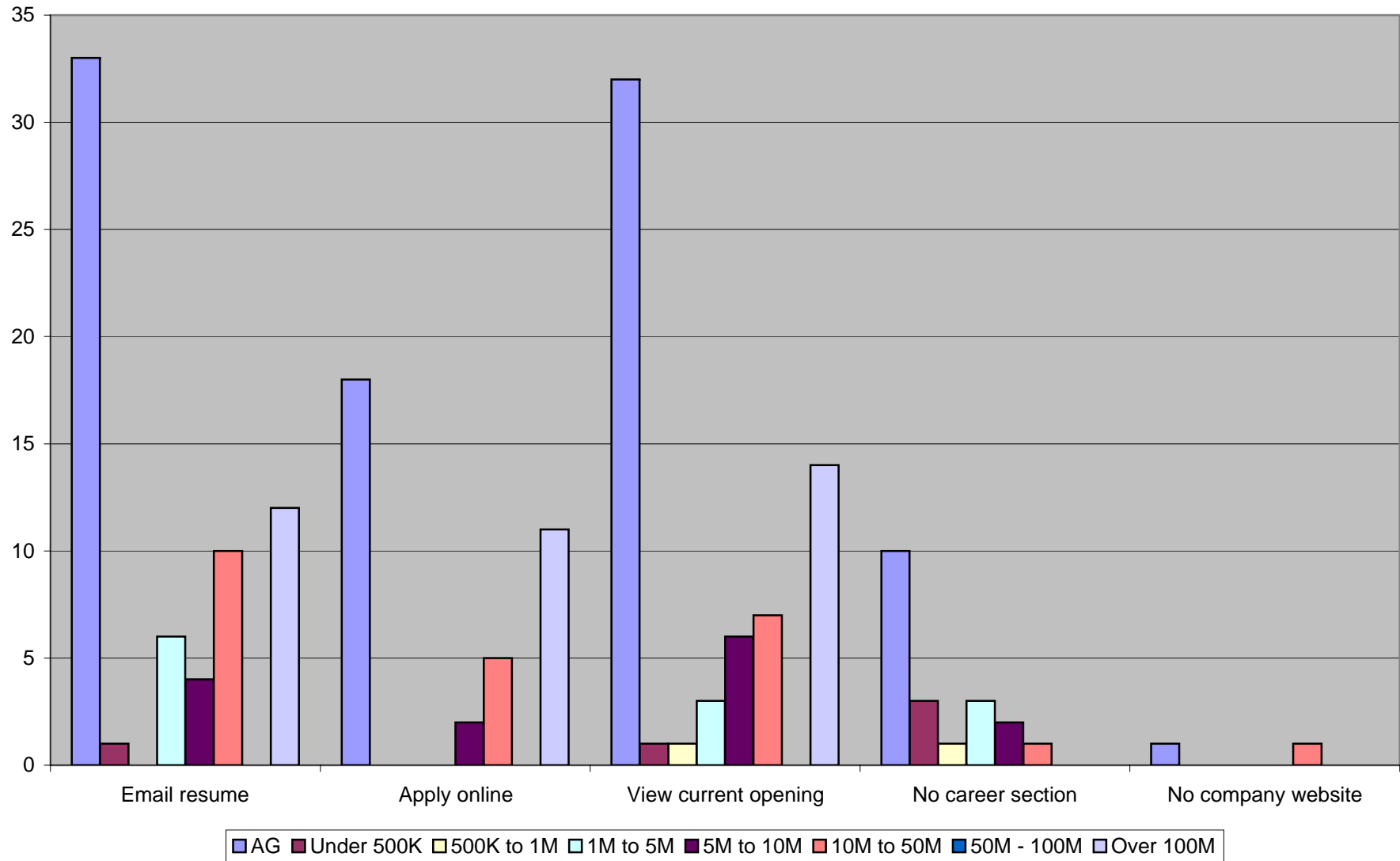
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Annual Strategic Planning Budget (By Revenue)



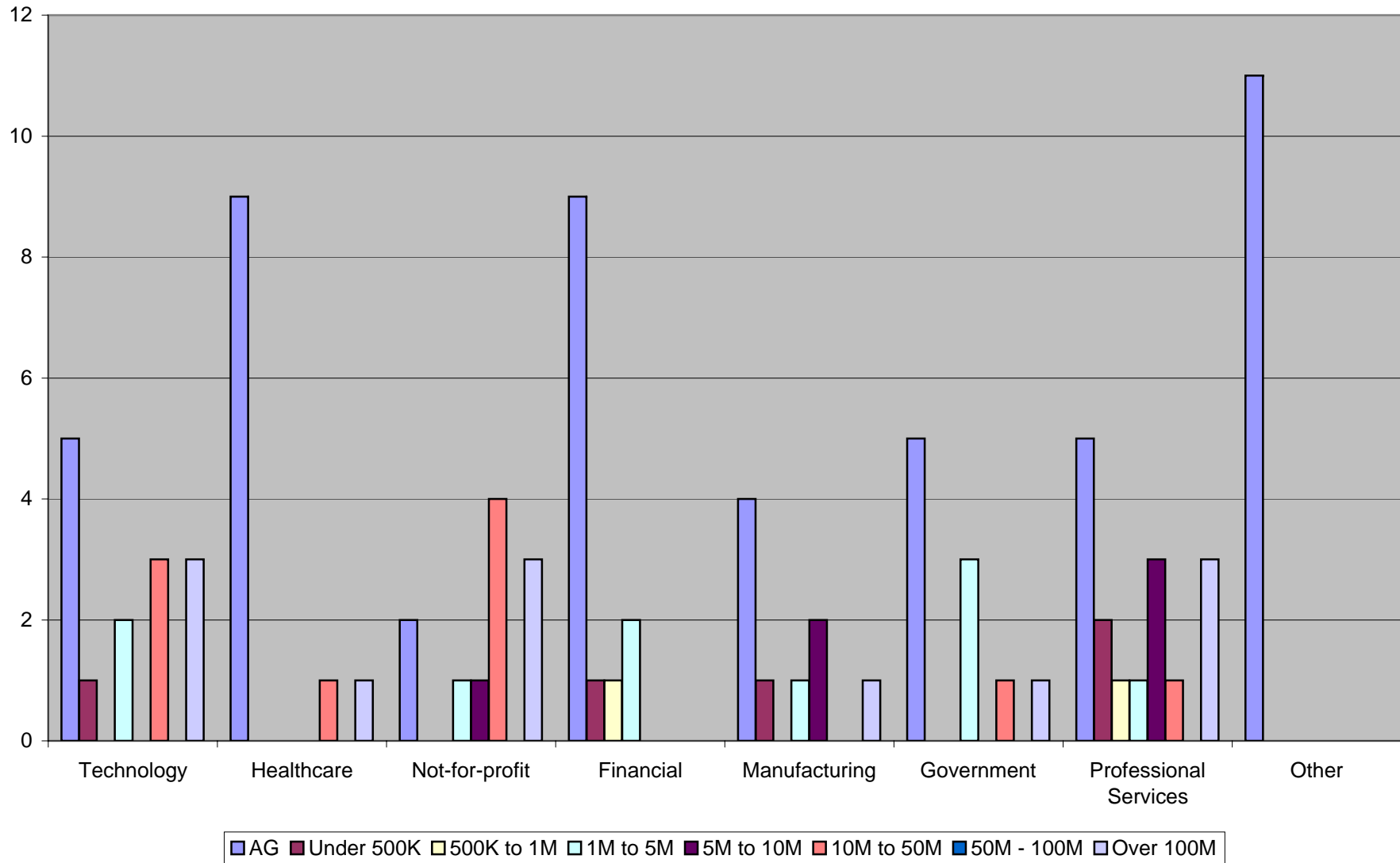
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Website Capabilities (By Revenue)



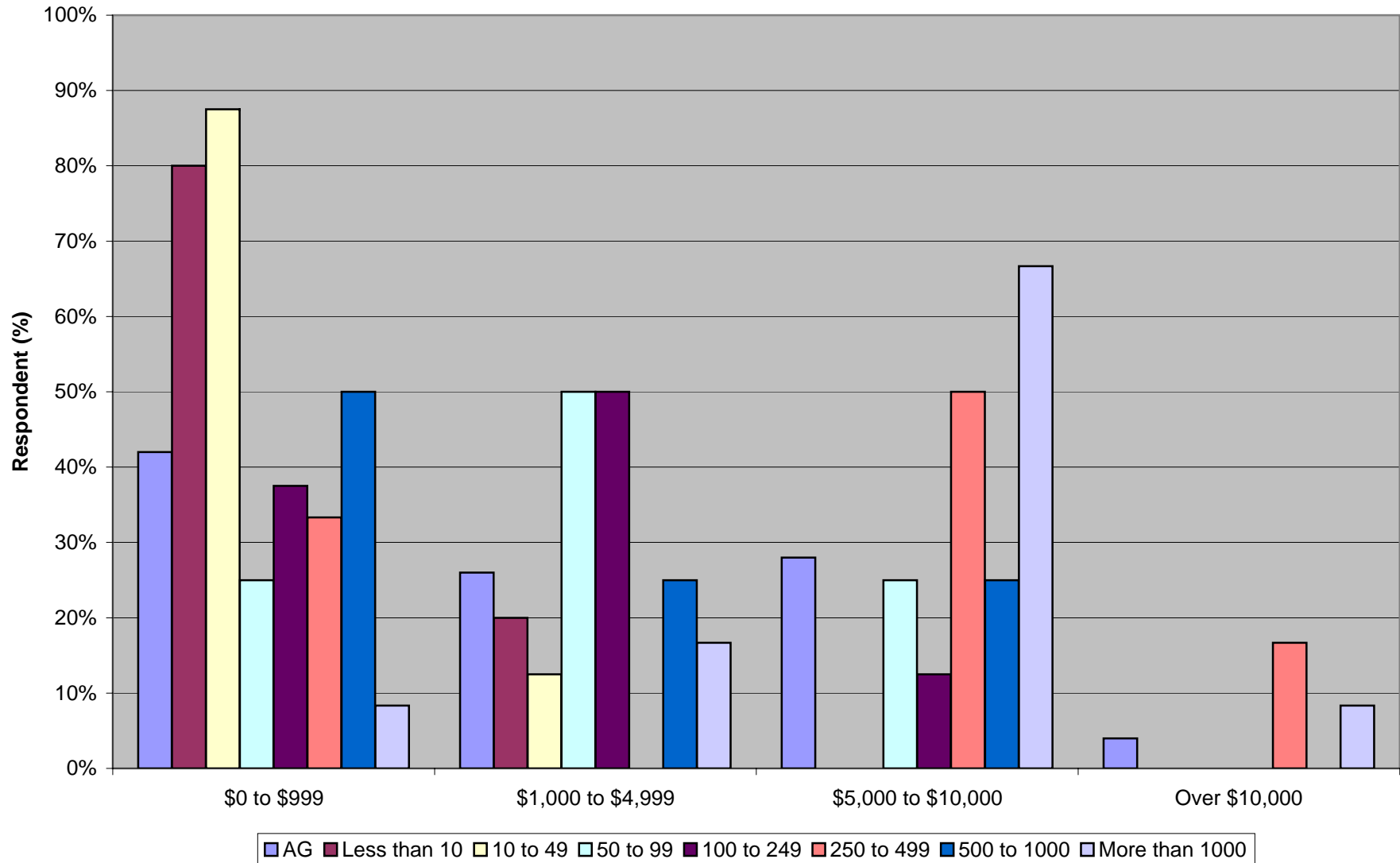
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Industry (By Revenue)



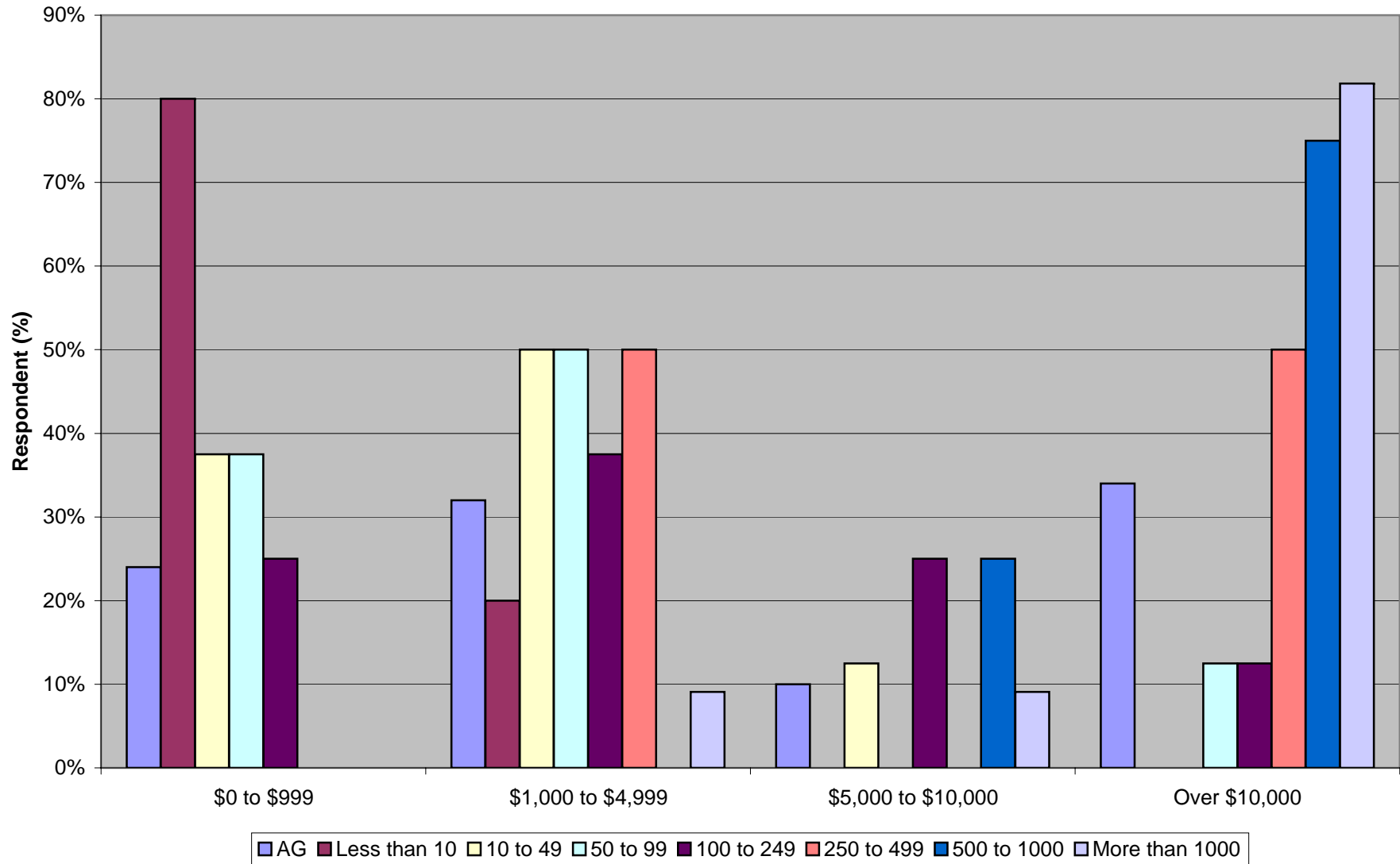
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Annual Recruiting Budget (By Employees)



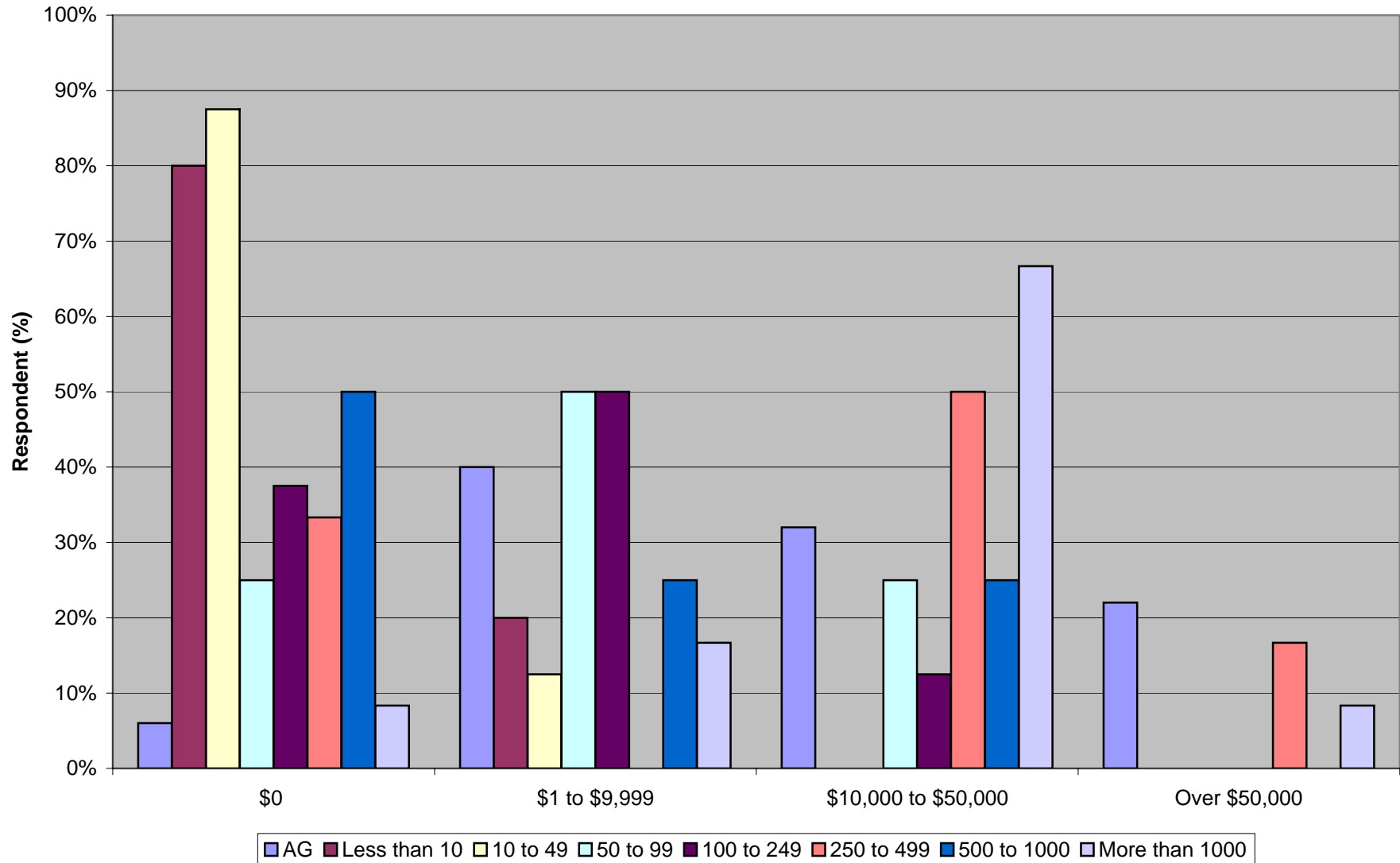
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Annual Job Board Budget (By Employees)



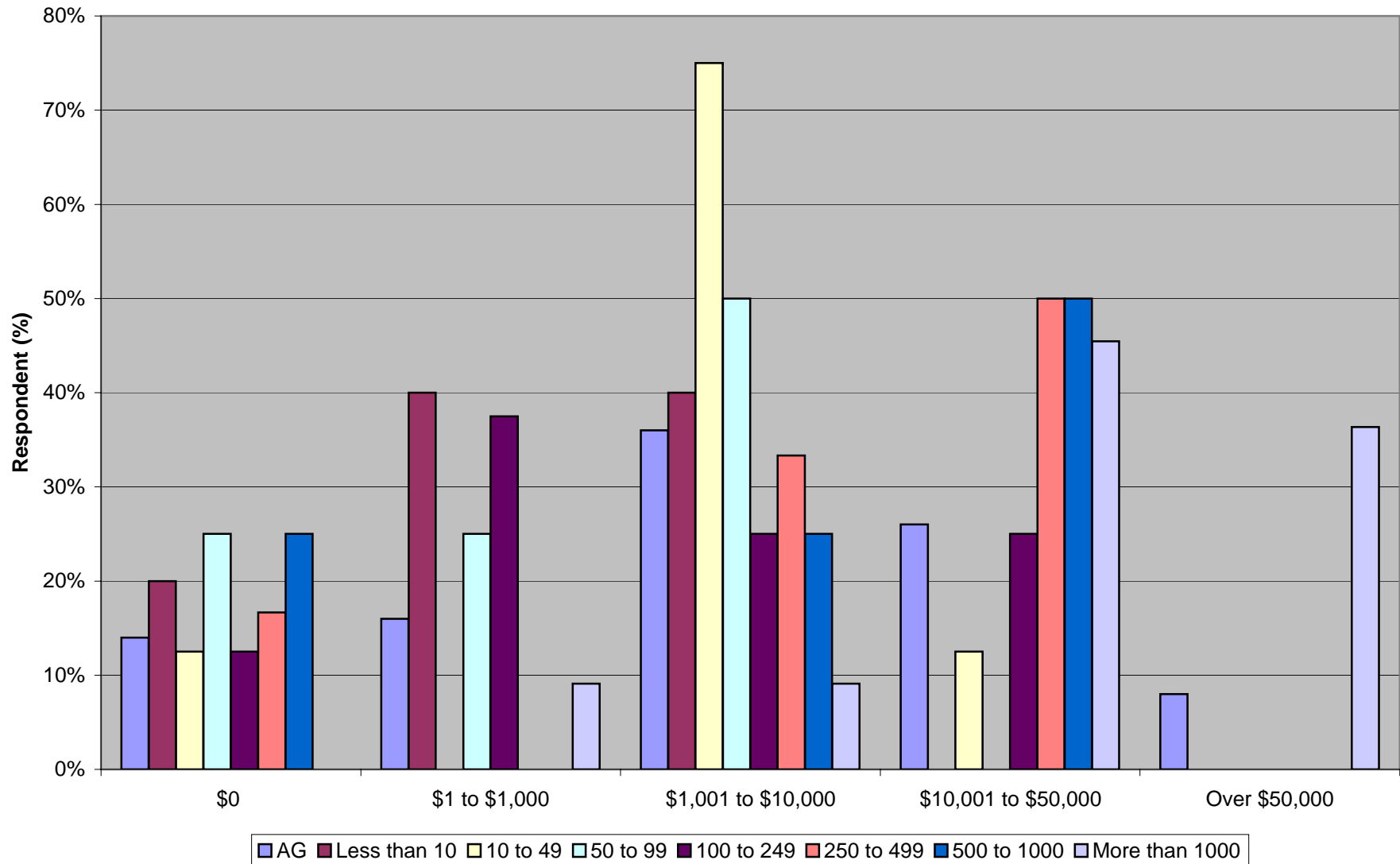
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Annual Training Budget (By Employees)



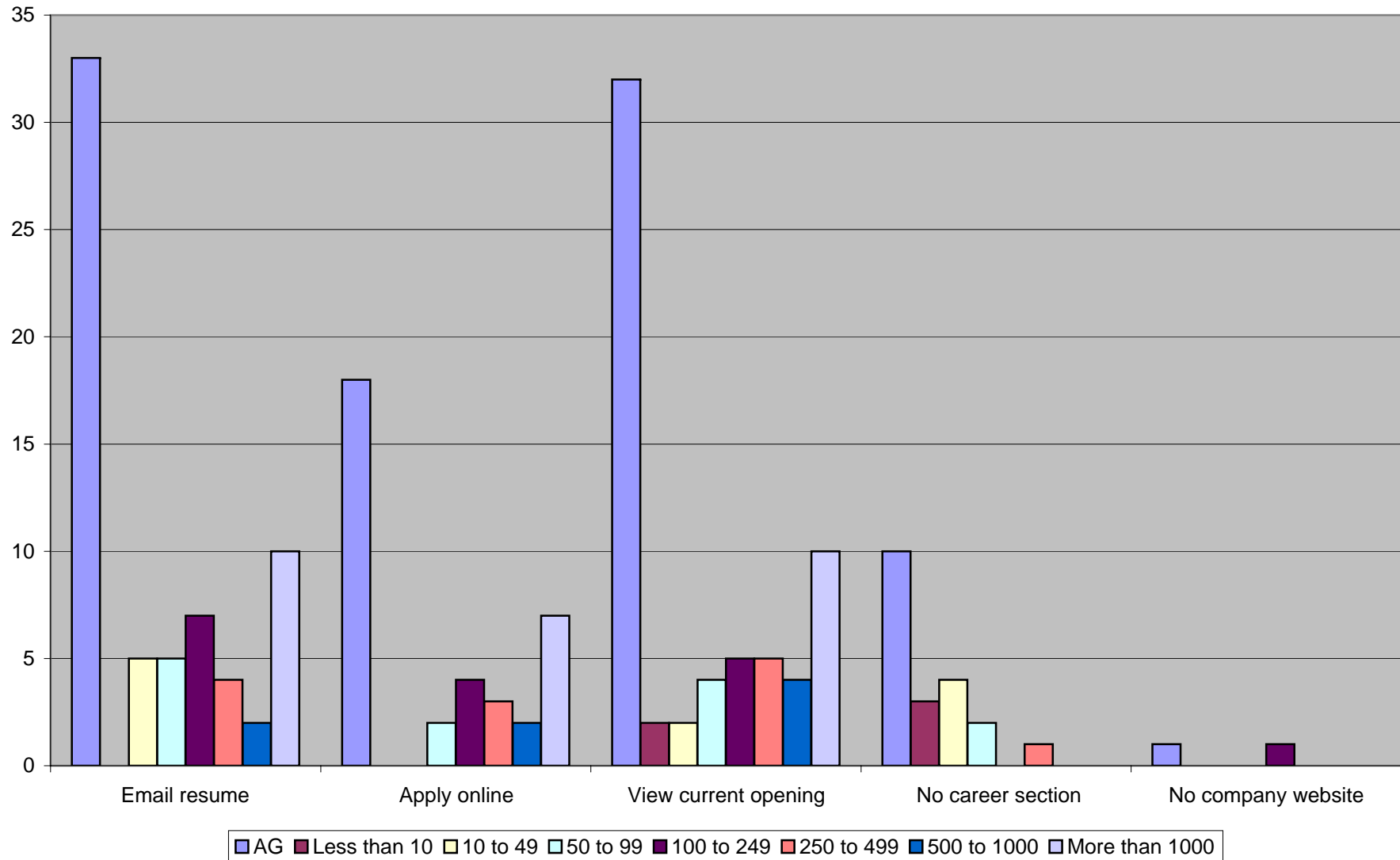
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Annual Strategic Planning Budget (By Employees)



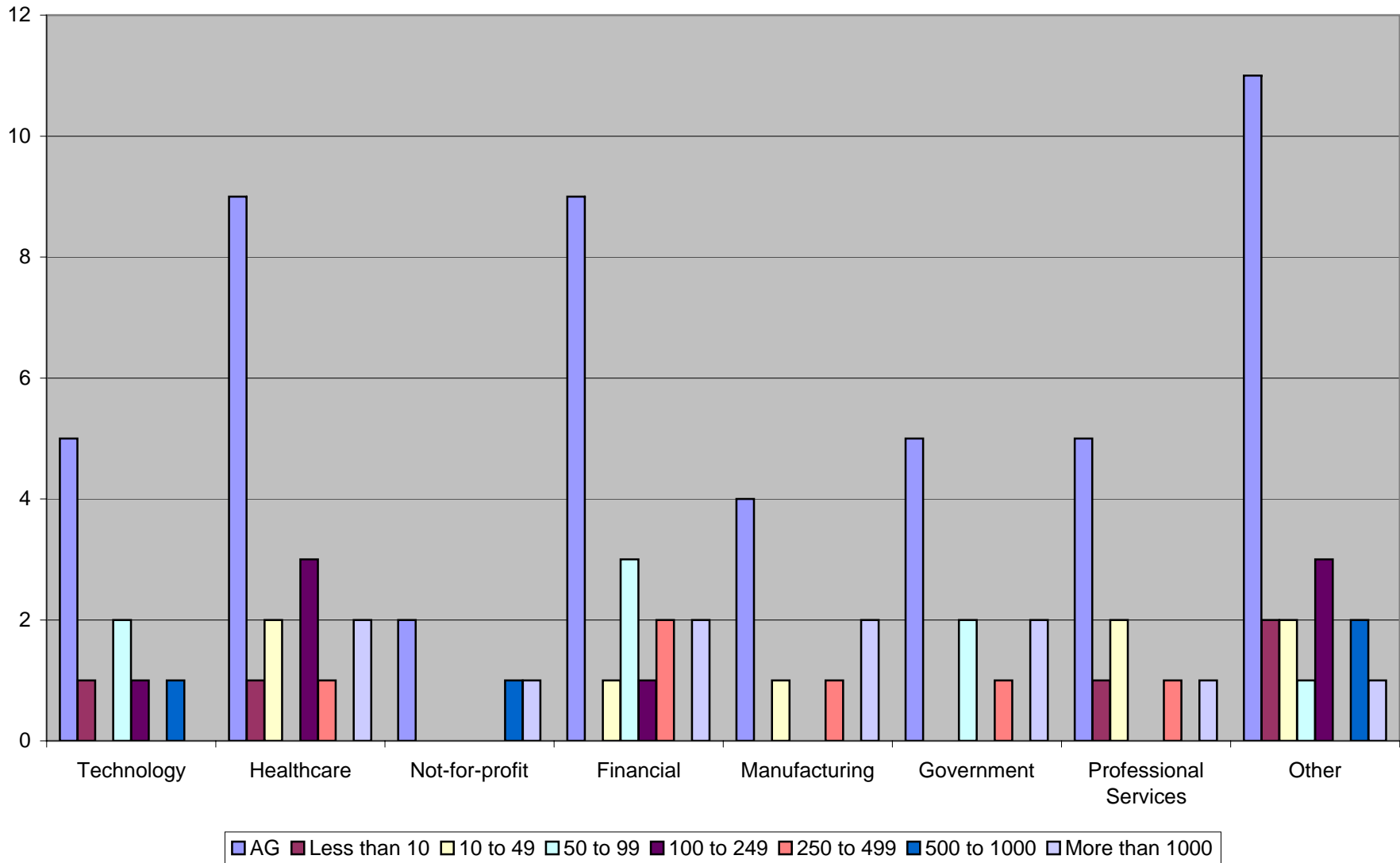
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Website Capabilities (By Employees)



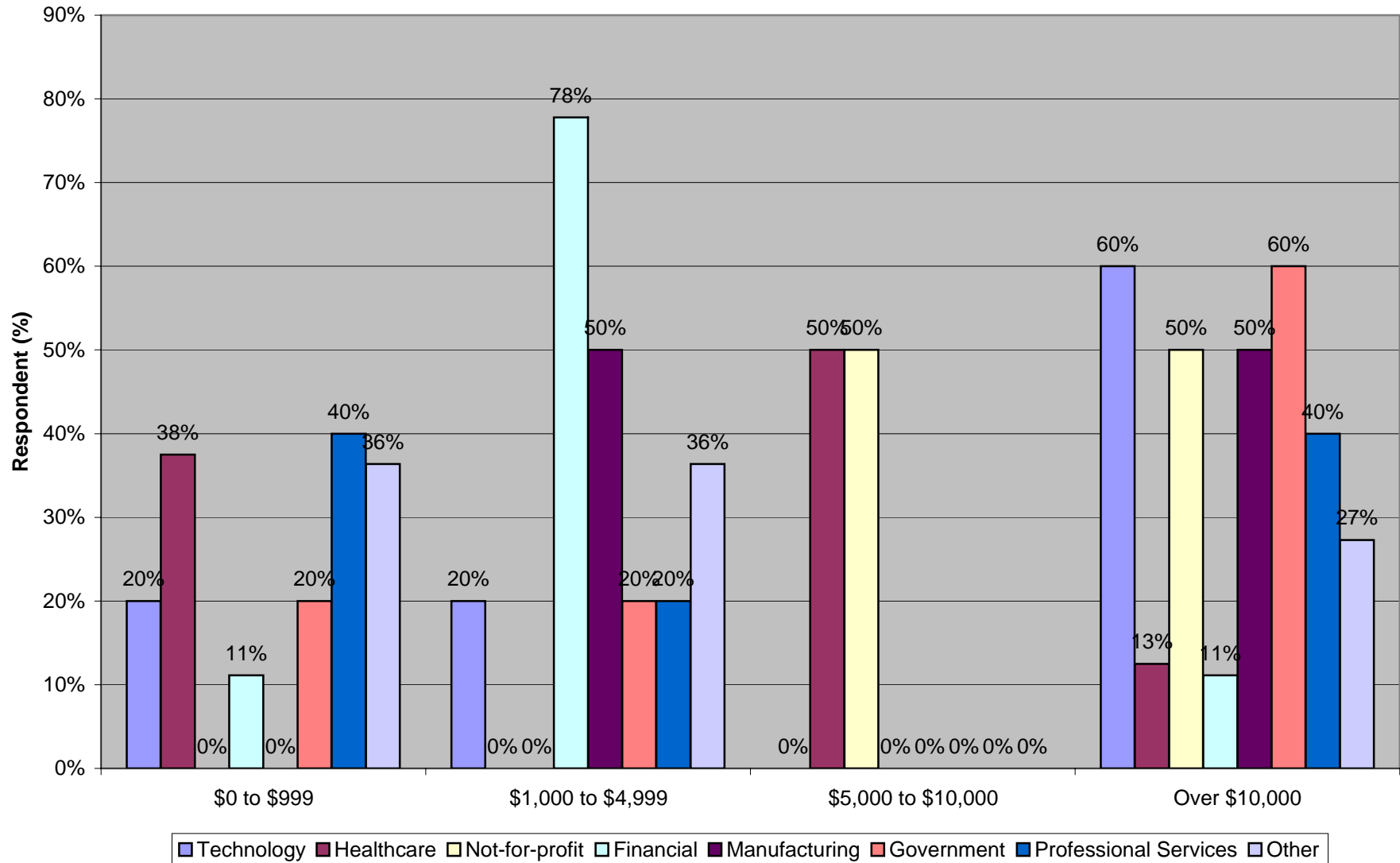
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Industry (By Employees)



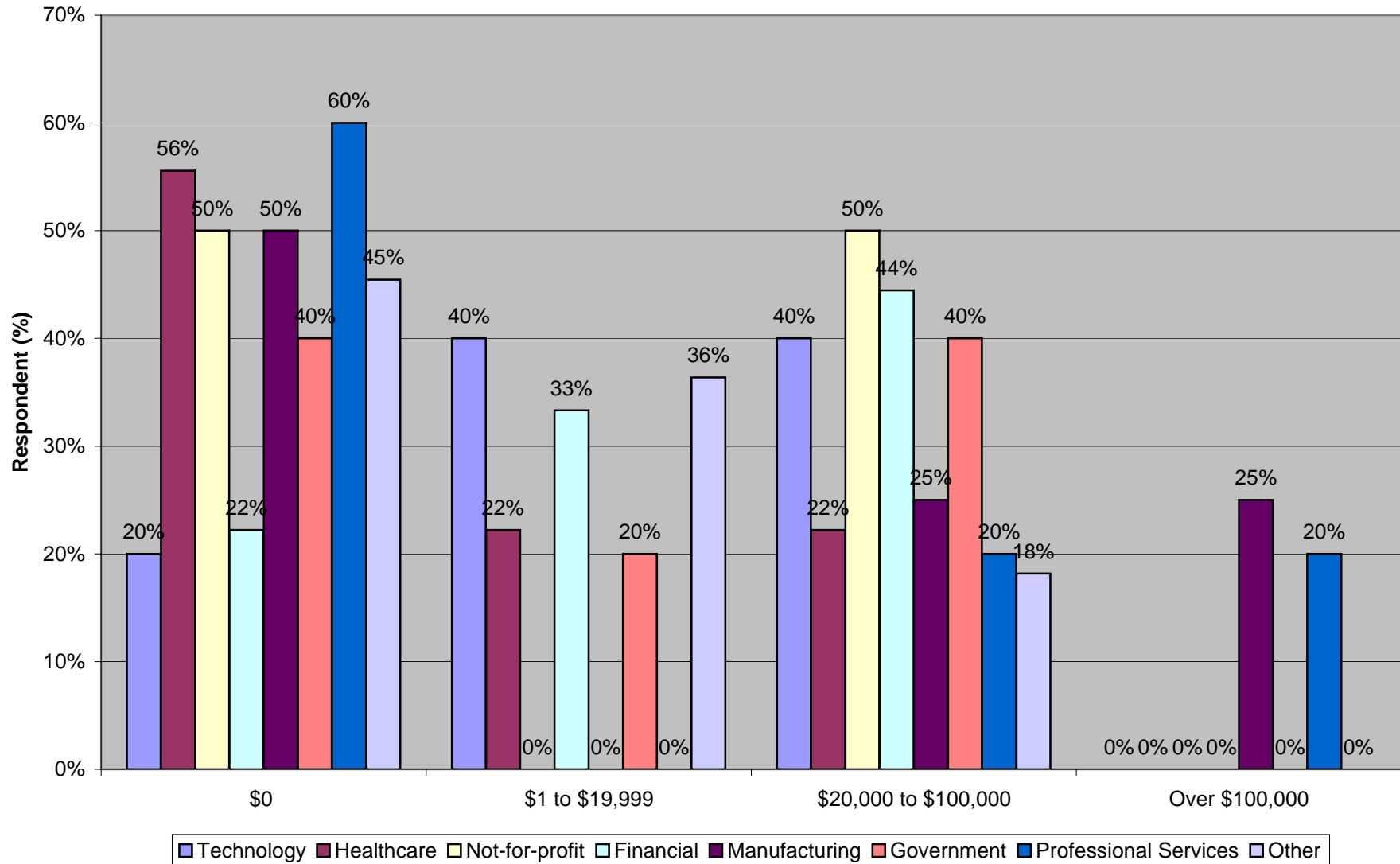
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Annual Job Board Budget (By Industry)



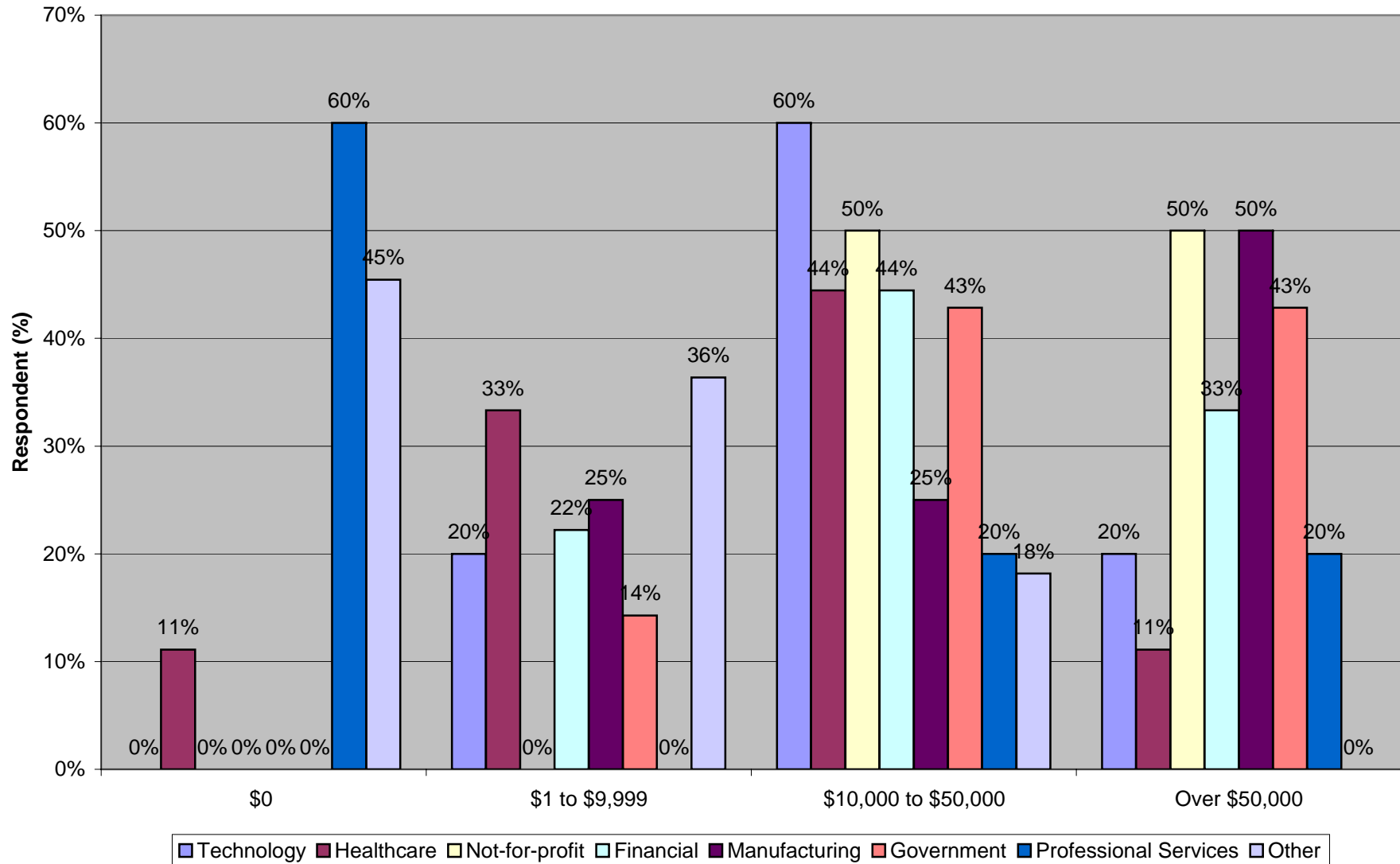
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Annual Outsourced Recruiting Budget



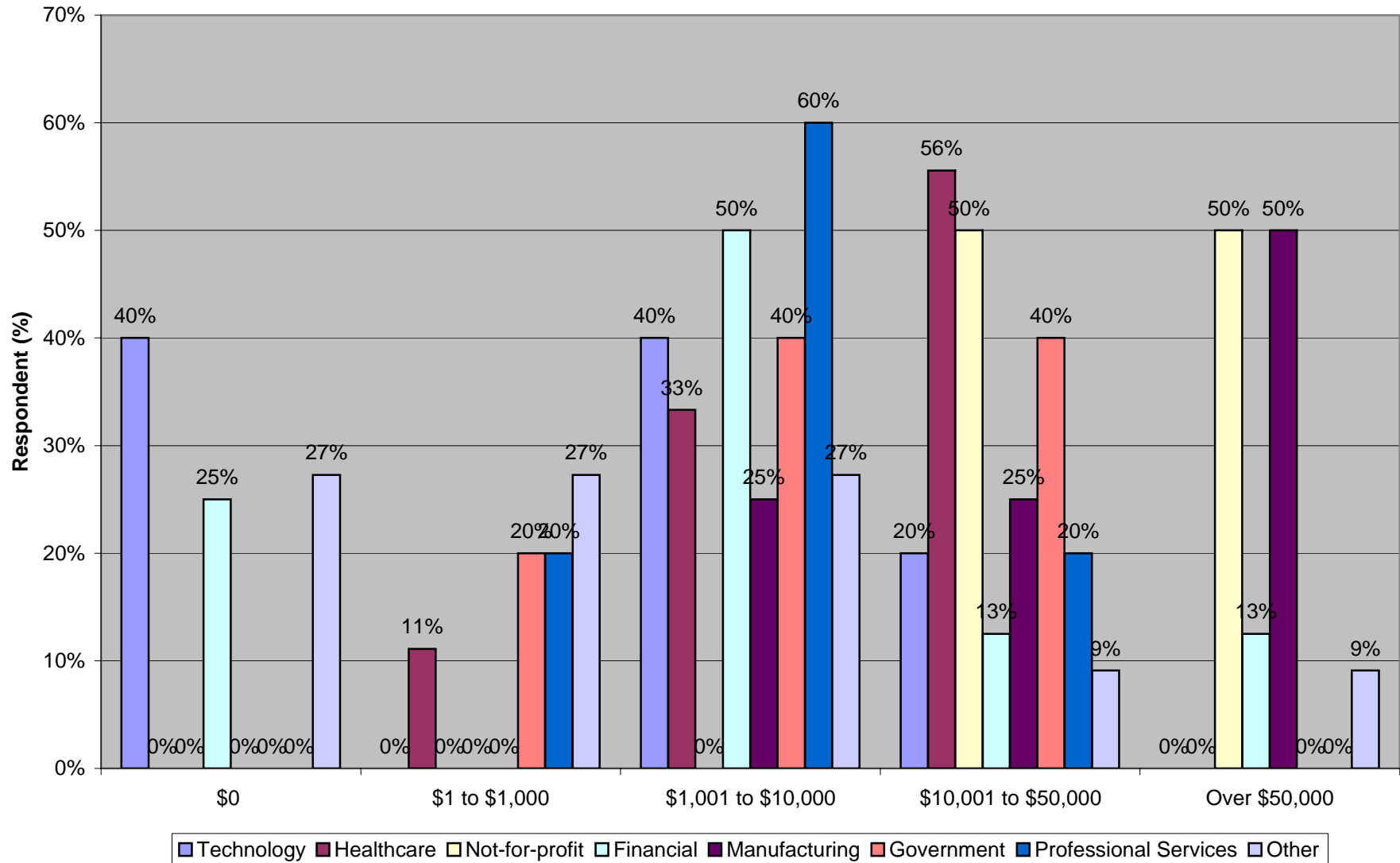
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Annual Training Budget (By Industry)



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Annual Strategic Planning Budget (By Industry)



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Website Capabilities (By Industry)

