AlumniTwo WebSite

alumni

DATA CLEANSING SERVICE

~60,000 1990-2001 — Notes
~70,000 1998-2002 — PeopleSoft
~10,000 1998-2002 — Other

merge/purge service - 114,000

initial data setup >>
research lost alumni -- lost trace with SSN
mailing loss leader -- returned cards
segmented mailings -- lost/staff class
intro/login to site mailing
login to site and win a random prize
targeted mailings -- target companies

"snapshot" data provided one time
notes databases shut down

DATA MAINTENANCE SERVICE

process to update entire database every 26 months -- A to Z one letter per month

alumni survey:
targeted job mailings
geo directory mailings
email campaign [very limited]
800 number help desk

cd-rom mailing
hardcopy mailing
fulfillment @ vendor

Alumni Hotline...
may I help you?

Vendor Call Center Operations:
help desk operations
quality control data
outbound calls

Vendor Print Services:
internal distribution:
- new alumni directory

external distribution:
- geo alumni directories
[up to individual office]

list will be segmented to ensure
no key information sent to Big 5

all targets go through enhanced "data polishing" system

new targets immediately forwarded to
vendor for immediate "data polishing"

Business Development System

[choose a target company]

setup a new target

Alumni Name #1

history
resume
mailings, publication distribution
.....
current alumni information
site usage

dossier

open positions @ target
asset of positions <-NEW->
Revenue Auditor III
AVS Test Reference Code
AVS Test Body
AVS Test C++ VC++ 2++
Investment Representatives
Sales Associate

alumni @ target
asset of alumni <-NEW->
Alumni name #1
contact information
[date last contacted]
Alumni name #2
contact information
[date last contacted]
Alumni name #3 [E&Y]
contact information
[date last contacted]

<click>

special notation in system
for alumni with other Big 5 firm

future enhancement:
partners monitor open positions
work with target management to fill vacancies
place "friends of firm" and/or alumni

REPORT BUILDER

Alumni Reporting System

HR PROCESSES

Lotus Notes — Separation Database — initiate termination
Lotus Notes — Departure Checklist — collect firm property settle financial items receive: - exit interview form - alumni form
Lotus Notes — Trakker Database — filled out exit interview

PeopleSoft — System of Record for Terminations

EXTRACT
EXTRACT
EXTRACT
EXTRACT TO VENDOR

data management

Vendor Alumni Database

data transformation service [sql server]

sql server Master Alumni Database

registration
personalization
enhanced directory

alumni updates their personal record
information sent to vendor for data operations

ALUMNI PROFILE

Update your Personal Information

SITE PERFORMANCE METRICS

log files analyzed
to vendor servers

contain profile and
user information

harris to analyze data [hit list]
report:
- detailed registration info
- change over last month
- ytd new registrations
- ytd change of registrations
- monthly activity by
- los, industry, geo
- staff classification
- ytd reports [same as above]
- individual usage reporting

query [asp?] for individual alumni
dossier [return as xml feed to]

vendor provides http site
for report viewing

www.global.com/usalumni

AUTHENTICATION SERVICE:

Alumni Relations Website

choose an office location...

LOGIN: DGOSSETT
PASSWORD: 2030

SUBMIT

Please read Legal and Privacy statements before gaining your use of the website.
©1999-2001 Whatsamacompany, Inc. All Rights Reserved

first initial + last name user
last 4 digits of SSN password

NEW USER RESEARCH

You are a new user...
Please provide some information

SUBMIT

hr rep validates
alumni info

sends email
granting access

UK handling the branding and look/feel of web site

Alumni

Home
Alumni Directory
Career Center
Company Experts
Publications
News
Rejoin the Firm
Administrative
Global Home Page

I would like to...
... find someone
...manage my career
...find an expert
...improve my skills
...update my information

United States

What's New

Energy Articles:
personalized

Alumni Spotlight
John Doe
Financial Analyst
General Electric
interview questions
NEXT TOP ARTICLE

My Contacts
RECENTLY VIEWED ALUMNI:
RECENTLY VIEWED PROFESSIONALS:

photo

SITE SEARCH:
go

LOCAL INFORMATION:

Please help us find alumni:

contact us

local articles submitted by alumni coordinators
personalized to local market, e.g. John sees Denver
if no content is authored, section collapses
use lotus notes for content authoring and approvals

highly tailored lost alumni list
e.g. alumni joined denver in 1984
show denver hires that started in 1984
should keep the list short and on point

profile page where alumni can update/complete profile at at once
most alumni will be passively profiled: fill in data as they use the site

PASSIVE PROFILING:
provide key information before
entering job site for the first time

design application programming interface [api]
need to pass all profile data from vendor to
xml based interface with nightly ftp from vendor to
need to pass authentication and session info to vendor

Welcome to the Career Center

client login
recruiter login

latest positions
11-Feb
Financial Auditor
Chk Insurance Companies
US-IL-Chicago
11-Feb
Compliance Bank Auditor
Fannie Mae
US-DC-Arlington, VA
11-Feb
Premium Auditor
The Ohio Casualty Insurance
US-CT-Hartford
11-Feb
Property & Casualty Auditor
Chk Insurance Companies
US-IL-Chicago
11-Feb
Underwriting Auditor
Chk Insurance Companies
US-IL-Chicago

view other job listings

BUILD YOUR JOB PROFILE/RESUME

job profile descriptions
accountant
auditor
controller
financial analyst
etc...

What's New...
content submitted by
sent via ftp to a monster server
and format
review and deploy by monster

Resume Tips...
Interviewing...
Salary Info...

Networking Center

created for alumni of:

client tool

Monster.com [Candidate Seeker]

extranet login

PROFILE SKILLS NEEDED:
position filling
industry experience needed
location of position
[optional] line of service
[Optional] enter keywords:
go

CANDIDATES MATCHING CRITERIA:
alumni listings
candidate #1 [name withheld]
short description of skills
link to resume
-email this candidate]
scott jones
short description of skills
link to resume
-email this candidate]
many smith
short description of skills
link to resume
-email this candidate]
candidate #4 [name withheld]
short description of skills
link to resume
-email this candidate]

alumni can hide their names
[in case client is also their current employer]

when client is interested in alumni candidate,
blind email -- inquiring about alumni interest
note: process can be automated
[protects identity of alumni]

captures/reports on first
interaction of client to alumni

value proposition [for alumni]:
> jobs do not last forever
> bad economy -- workforce reductions
> passive search [candidate not actively looking]
> career growth opportunity might come unexpectedly

alumni tool

Monster.com [Build Profile Page]

Step One:
former line of service:

Step Two:
answer questions...
type of position desired
industry with experience/background
top location preferences
partners worked for
significant achievements
etc...

Step Three:
enter resume

copy resume from Monster.com

tailoring my resume

CONTENT MANAGEMENT SYSTEM

resource to administer

Powerpoint
Word
Excel
Access

*.xhtml

local events
omp message
alumni profile
lost alumni
happenings
community

*.xml
XSLT
*.xml

Set Document Attributes:
Folder:
Draft/Final:
Security:
Alert All:

LOTUS NOTES
legacy systems

DATA CONTROLLER

PaCeR Extract

Data Warehouse w/
taxonomy for
700 services

example:
Mortgage Banking Advisory
Partner: Alan Lee + phone #

Alumni Records Database

core data fields

EVENTS | INDUSTRY | LEGACY FIRM | PERSONAL | ADMINISTRATIVE | MISC

custom fields
for each markets

ADD NEW CUSTOM FIELD

each alumni coordinator
can add custom fields
from the browser interface

fields will only display
in a specific market

HR Reporting

standard reports
match current
note db capabilities

allow each user to
customize views

provide tools for
in depth analysis

ALUMNI DIRECTORY

I would like to locate someone...

SEARCH CONSOLE:

RECENTLY VIEWED ALUMNI:
RECENTLY VIEWED PROFESSIONALS:
MAY WE SUGGEST A FEW OPTIONS?

Please help us find these alumni...

SEARCH RESULTS:

ALUMNI: See all 14 results...

Doe, John	Houston	ABAS	2002
Doe, Mary	Charlotte	FAS	1984
Doe, John	Seattle	ABAS	1988

EMPLOYEES: See all 37 results...

Doe, John	Houston	ABAS
Doe, Mary	Charlotte	FAS
Doe, John	Seattle	ABAS

PARTNERS: See all 2 results...

Johnson, Sam Doe	New York	ABAS
Doe, Vadim	Phoenix	ABAS

recruiters

EXPERIENCED RECRUITING [MONSTER.COM]

Rehiring/Recruiting Detection System

POST NEW POSITION:

CANDIDATES MATCHING CRITERIA:

PROFILE SKILLS NEEDED:
position filling
industry experience needed
location of position
[optional] line of service
[Optional] enter keywords:
go

DATABASE:
employees
alumni
all of monster.com resumes

potential linkage to
campus recruiting
branding/system

potential linkage to
career placement
professionals

Monster/
Master Alumni Resume Database ~ 20,000

POTENTIAL LINKAGE TO INTRANET/INTERNET [MONSTER.COM]

Monster.com
employee resume database

Intranet Job Placement [kcurve]

POST YOUR QUALIFICATIONS:

CURRENT INTERNAL JOB POSTINGS [CAREER CHOICE]

note: proactively placing internal candidates will:
> drive retention and decrease turnover
> provide employee another option before leaving
> foster career growth
>> optimal use of employee capabilities

Internet Job Placement [abcglobal.com]

CURRENT JOB POSTINGS

Monster/
Job Postings Database ~ 500

internal postings only
internal and alumni viewing
on internet/monster.com site

alumni tool

Monster.com [Open Positions]

keyword search capability

location limiter

job category limiter
e.g. "accountant" needed in
banking industry

FIND JOB TITLES:
Keywords: sales, pizza, nurse, Company Name: Exxon, Nike...
FIND JOBS BY LOCATION:
Country: United States
Metro Area: Metro Area
Metro Area: Atlanta-Sandy Springs-Marietta
Metro Area: Boston-Cambridge-Quincy
Metro Area: Chicago-Naperville-Joliet
FIND JOBS BY CATEGORY:
Job Category: Accounting/Auditing
Job Category: Administrative and Support Services
Job Category: Agriculture, Forestry, Fishing and Hunting
Job Category: Arts, Design, Entertainment, Sports and Media
Sort Order: Close, Exact, Word Relevance
Sort Order: Exact, Contained

DATABASE:
positions
financial accounting positions
all of monster.com

positions listing

highly segmented

~ 800 "tuned" positions

relevance of a document
is a function of how
often the term occurs in
the document

modified by

how often the term
occurs in the entire table

may use multiple
streams for tax, audit
and financial advisory

Algorithm to Calculate "Boutique" Job Postings

example: base technology on the Okapi TREC-7 algorithm

single term query - "accountant"

1 document relevance is calculated based on the normalized frequency of the query term in the document
- Normalization of term frequency in a document is based on how the length of the document compares to the average document length

2 normalized inverse document frequency of the query term in the entire table
- Normalization of the inverse document frequency is based on the base 2 logarithm of the ratio of the number of documents in the table to the number of documents containing the query term

3 relevance is normalized to the range of 0 - 1000 by multiplying the value calculated by a factor, and mapping results onto the range from 0 - 1000 using linear techniques

Multiple word quantor:
document relevancice calculation is based on the weighted average of the relevance calculated for each term in the query. The weighting of query terms is dependent on the frequency of the term in the query. If a word occurs more often in a query, it will be weighted more heavily

~ 800,000 open positions

Monster.com
Enterprise Data Warehouse

switch for general access to entire population of monster positions

DRAKE BEAM

access for
withdrawn partners
.....
use alumni for contacts
use positions for placement

potential linkage to:
Spencer Stewart
Korn Ferry
Heidrick & Struggles

placemat

ALUMNI FOR THE MASSES FUNCTIONAL DESIGN

NATIONAL ALUMNI RELATIONS - 2003

24 | 47

WILLIAM PRENDERGAST

CONCEPT1 TEAM

DOCUMENT INFORMATION
Dimensions: 3384 x 1728
Printer Resolution: 400 dpi; greyscale
Plot to Digital Imaged Blacklines [DIBS]

Fonts Used In This Document:12
Copperplate Gothic Thirty-Three BC
Helvetica Oblique
Helvetica Narrow Bold
Helvetica Bold
Times New Roman Italic
Helvetica Bold Oblique
Helvetica
Impact
Wingdings
Webdings
Trebuchet MS Italic
Trebuchet MS Bold