

.jobs PDP Council Conference Call Meeting
April 30, 2010 – 3:30 p.m. EST
MINUTES

Call to Order

The teleconference meeting of the .jobs PDP Council was called to order on April 30, 2010, at approximately 3:30 p.m. EST by Gary Rubin, PDP Council Manager.

Prior to the meeting, Gary Rubin sent the agenda and pertinent documents consisting of information to discuss and agree on the form and general information that will be gathered from the community as input for the Council's consideration and subsequent vote.

Roll Call

PDP Council Members Present:

Gerlinde Herrmann, CHRP, GPHR
Director
The Herrmann Group Limited

Donald Packham
Executive Assistant Director, Human Resources
Federal Bureau of Investigations

Ellen Johnston
HR Business Partner
Siemens Health Care

Eileen Shue
Vice President of Corporate Resources
The Sterling Group

Martina McAndrew
Director of Recruiting
Baker Tilly

Rhonda Sticklely
Senior Director, Talent Acquisition
Providence Health & Services

PDP Council Members Absent:

Nancy Davies
Human Resources Director
Law Firm of Bodman, LLP

Nancy McKeague
Chief Human Resources Officer
Michigan Health & Hospital Association

Aaron Matos
Founder & CEO
Jobing.com

SHRM Staff Members Present:

Gary Rubin, Chief Publications & E-Media
Henry Hart, Chief General Counsel

Jill Moss, Contracts Administrator/Paralegal
Eric Whipkey, Director of Market Research

Discussion of Objectives for Community Feedback

Gary Rubin began the conference call meeting by reminding the members of the Council's objectives, which is consistent with the objective of the research and community feedback is to provide the Council with information that will help them decide whether or not to grant Employ Media's request to make available industry, occupational, geographic, dictionary, and two-character domains: (1) industry names: these are domains which identify or describe an industry or occupation, such as nursing.jobs or accountant.jobs; (2) geographic names: these are domains which identify a geographic area, such as cleveland.jobs, ohio.jobs, or unitedstates.jobs; (3) dictionary term domains: these are domains which are words or phrases which are contained in a dictionary, such as best.jobs; and (4) two-character names: these are domains with only two characters, such as A1.jobs, us.jobs.

Discussion of Forums for Community Feedback

Gary Rubin sought to confirm that the desires of the Council were to reach out to the community for additional information, potentially including: (1) an in-person focus group; (2) publicly visible boards where anyone from the community can comment and see comments; and (3) a scientific external research study among HR professionals where the individuals responding are controlled and the results are delivered and analyzed by Eric Whipkey, SHRM's Director of Market Research. Council Member #8 voiced a concern regarding the public visible piece. Council Member #3 spoke to several people and those that are attached to large names are concerned about HR steering away from controversy and sees polarization in the controversy being created, as well as expressing concern about providing feedback in a public forum. Nevertheless, they (members of the HR community) would still like to voice their opinions, and suggested that the responses be provided privately and not publicly. Although Council Member #7 is not a part of those groups, he also sensed tension and concern that Council Member #3 mentioned. Council Member #7 understood where they are coming from and their issues and gets back to individual parties looking out for their monetary interest rather than the profession. Council Member #5 supported that concern, and noted that people may or may not have the background information but they would be limited to what they can say. Council Member #5 wants to make sure that the Council educate the public and have access to facts, and not be biased on the information. Council Member #9 also agreed that the board could be structured like an HR bulletin board with an anonymous sign-in name, so that they can still read the comments. Council Member #9 agreed that the survey piece feels more comfortable and the public piece is more challenging. Eric Whipkey asked if it would be acceptable to organize a focus group and use a firm to screen people and maintain their confidentiality through that company, and assure the Council that they are the proper people to comment. Council Member #7 liked that approach and noted that it would keep away from heated debates. Mr. Rubin confirmed that out of the three forums (1) focus group; (2) the actual scientific research where we know who the survey goes to and demographics, etc.; and (3) public piece, the third item appeared to create the most discomfort. Therefore, Mr. Rubin suggested that perhaps we can open and publish the questions to anyone who wishes to answer but the responses should come back privately. Further, the public part is important so that the community feels that they have an opportunity to be heard. Ideally, it would be good for the comments to be seen publicly, but private comments would serve the Council better as far for receiving the information that the

Council seeks and needs. The Council members agreed to make the questions public but the answers would only be visible to the Council.

Questions Submitted to Questions that Will be Asked on Fielded Study

Gary Rubin confirmed that Eric Whipkey will craft the questions on behalf of the Council to address what the Council needs, and phrased in a way to provide responses -that will be useful for Council. Council Member #7 believed that Eric questions that he crafted for the focus group already came up with the questions that were good, and the Council should be able to add to those questions. Mr. Rubin stated that he intentionally left the general framing questions off the last list distributed to the Council, (the full list of questions has been previously distributed) to enable the Council to focus on the “what if” questions pertaining to the proposal made by Employ Media. Mr. Whipkey added that there was already a basic understanding and that people generally understood that providing a simple link was useful. The survey would be easier to use using the software program and including some examples by letting them know how .jobs currently works. On the other hand, a low-tech method using visuals and using questions similar to the focus group. Council Member #7 suggested that the visual method would make it easier. Council Member #9 suggested creating screenshots since people are visual and using pop-up windows. The Council members agreed to the use of a visual of some sort prior to getting to the meat of the questions. If it is more user-friendly, the Council would get more feedback from the community. Mr. Whipkey could provide a description and a visual, and explore different methods of doing this. To derive a useful response rate, the survey should only take about 10 minutes to complete including reviewing the background information and answering the actual questions. Mr. Whipkey noted that the survey should not take up too much time because people answering the survey could lose patience to complete the survey. Probing about the focus group held in Orlando, Council Member #3 asked if the five people in the focus group were enough to provide good information. Mr. Whipkey responded that when you do a focus group, the purpose is to only help in building some questions and providing additional ideas from select members of the so five people are sufficient. He emphasized that decisions should not be made on the basis of the results of a single focus group.

Gary Rubin then moved to lead the review and facilitate the discussion of the questions to be asked on a fielded study.

Gary Rubin asked if it would help the Council for him to serve as a proxy and speak for the Council, based on their input at this meeting, to assist Eric in framing the questions. The members of the Council all agreed to this suggestion. Council Member #3 commented that a rating scale would be helpful to get a gauge and would like to also include a comment section as well. Mr. Rubin also asked the Council if there was anything not included in Mr. Whipkey’s or other feedback pertaining to questions that should be highlighted or be answered. There was no additional feedback from the Council. Mr. Rubin will work with Eric Whipkey in the next couple of days to craft the questions. Mr. Whipkey commented on the time period between the launching of the survey until the results are compiled. Mr. Whipkey responded that typically, the surveys are posted for about a week. Mr. Rubin suggested that the Council should receive adequate time to review the survey prior to launching it to the community so the timeframe for the research period including creation, data collection and analysis be about three weeks. Once

the questions have been crafted, the Council will get an opportunity to review them, Mr. Rubin confirmed that he will work with Mr. Whipkey to reflect the needs of the Council and get the survey instrument to the Council so that they have a reasonable time to review and provide feedback before the surveys are launched. . The Council should expect the survey question around mid next week, and the Council agreed to this timeframe.

Questions Submitted and Form and Format for “Open” Community Feedback Forums

Gary Rubin asked the members if there were any issues with regard to the form and format for the “open” community feedback forums. The Council did not have any comments.

Summary of Meeting and Adjourn

Gary Rubin asked the Council members if they had any concerns about providing a member absent at this meeting with a recording (of this meeting) at the absent Council member’s request. . A Council member responded that the verbal summary was sufficient for him/her, but if that is not sufficient, he/she does not have a problem with releasing the recording to the absent Council Member. Council Member #9 noted that he/she has a problem with releasing the recording and how this could possibly be used if the public gets it Council Member #3 was also not comfortable about releasing the dialogue of the recording while we are still in the midst of the deliberation phase. Other members of the Council expressed the same concern. The Council suggested a going forward policy of not releasing recordings of the meetings to any Council member. It was also noted that in the past recordings were not released to a Council member who was absent from a previous meeting for example. That member was provided with a verbal briefing of the meeting as were several other Council members who have missed all or part of previous meetings. Mr. Rubin confirmed that since the Council does not wish to release the recording, it was recommended that Mr. Rubin provide a verbal summary of the meeting for the Council member absent from today’s meeting. .

There being no additional business, Gary Rubin thanked all the members of the .jobs PDP Council for joining the conference call meeting. The meeting of the .jobs PDP Council was adjourned at 4:42 p.m. EST.