

TO: LITA Board of Directors

TOPIC: Pricing for LITA Jobs Site

ACTION / INFORMATION / REPORT **ACTION** INFORMATION / REPORT

ACTION REQUESTED BY: Christine Peterson, Chair, Financial Advisory Committee

SUBMITTED: June 13, 2018

SUMMARY

In June 2017, the LITA Board accepted a recommendation from the Financial Advisory Committee to change the pricing for the [LITA Jobs Site](#) to a flat fee model of \$120 per job posting in light of its upcoming update. Since then, the Web Coordinating Committee (WCC) has uncovered additional functionality which could be beneficial to our members. In discussions within the Financial Advisory Committee (FAC), we feel this necessitates a second pricing level.

BACKGROUND

In an email message from Kelly Sattler, chair of the Web Coordinating Committee, she identified additional functionality which allows them to pull in a job feed and display it on LITA's home page. Considering this, we suggest the following 2 levels:

Basic Level - \$120 (current pricing); job is:

- in database and found in a search
- listed on the full job list
- sent out to LITA-L the first week it is posted
- posted to the LITA blog the first week it is posted

Premium Level - \$240; includes all Basic features; job is:

- displayed on the job site's home page for up to 6 weeks or until it is closed, whichever comes first
- displayed on LITA's home page feed

The FAC believes that keeping a job on the LITA Jobs Site for up to 6 weeks, as well as keeping it in the LITA home page feed, are tremendous advantages when compared to the single week offered at the Basic Level and LITA should be compensated accordingly. Doubling the Basic Level price of \$120 is still below the lowest level of pricing for both the ALA Job List (\$250) and the Chronicle of Higher Education (\$350.)

As the WCC works with the site, additional functionality may be uncovered. This functionality could easily be added to the Premium level at the discretion of the WCC.

ACTION REQUESTED

The recommendation of the FAC is to create a 2-level pricing structure to be implemented on the new LITA Jobs Site as follows:

Basic Level - \$120 (current pricing). Job is:

- in database and found in a search
- listed on the full job list
- sent out to LITA-L the first week it is posted
- posted to the LITA blog the first week it is posted

Premium Level - \$240; includes all Basic features. Job is:

- displayed on the job site's home page for up to 6 weeks or until it is closed, whichever comes first
- displayed on LITA's home page feed
- available for future functionality

IF ACCEPTED . . .

If the board accepts this recommendation, there is another question. What should we do if there are many Premium job listings? The WCC has draft pages of the [LITA website](#) (jobs feed in bottom right) and the [Jobs website](#) that can help with this discussion.

In our discussions, we have identified these possibilities:

- Set a maximum number of Premium postings. Organizations would not be able to select the Premium option if the number of Premium postings is already at the limit. When one posting drops off, the Premium option would be available again.
- Accept all Premium postings, but show a specific number of postings randomly. There would not be a maximum number of Premium postings, but a maximum number of Premium postings that could be viewed at any one time. The list of viewable postings would be selected randomly from the full set. One disadvantage is that users will not see all available jobs at one time. An advantage is that this could invoke a mindset of scarcity.
- Accept and show all Premium postings, with the most current postings at the top of the page. This could make the jobs page long. There is also a feed in the bottom right of the LITA home page. If we accept all Premium jobs, how many should we show here?
- Incorporate the Premium level, put no limitations on it, and monitor. We do not know if this will be a problem or not. If it is, the WCC can bring it back to the Board with options.
- Do not have a second level. Keep all jobs at \$120/posting.

Recommendation: Incorporate the Premium level, put no limitations on it, and monitor. We do not know if this will be a problem or not. If it is, the WCC can bring it back to the Board with options.