

## CASE STUDY

# NATIONAL ASSOCIATION OF SOCIAL WORKERS

## UPGRADED CAREER CENTER AND INCREASE OF NON-DUES REVENUE

### OVERVIEW

The National Association of Social Workers' job board, Joblink, connects the largest network of professional social workers in the world. After years of an underperforming job board, with non-dues revenue consistently trending downward, NASW decided it was time for a change. NASW found Web Scribble to be the collaborative and trusted advisor that they had been looking for, and their job board was transformed into a career hub to better serve their members.

“Ever since being with Web Scribble, our sales have been amazing, as has been the account managers and other staff that we have worked with. Our members have been extremely happy with the interface, the back-end reporting is so user-friendly, and our first virtual Career Fair was a huge success!”

**Shawwna Kerns**

— Sr. Marketing Specialist

### ABOUT NATIONAL ASSOCIATION OF SOCIAL WORKERS



The National Association of Social Workers (NASW) is the largest membership organization of professional social workers in the world. NASW works to enhance the professional growth and development of its members, to create and maintain professional standards for social workers, and to advance sound social policies.

# CHALLENGES

## LACK OF STRATEGIC PARTNERSHIP



- The National Association of Social Workers needed a dedicated partner that was committed to driving non-dues revenue through innovative solutions, as well as a world-class job board that provided clear value to its members
- Due to a lack of communication and consistent meetings, NASW did not feel like a priority with their previous vendor

## LIMITED TECHNOLOGY



- The Joblink job board had grown stale and NASW wanted to make sure they were using cutting-edge technology to provide value to members
- Historically, career fairs did not result in high registrations and were not a solid source of non-dues revenue

## DECLINING NON-DUES REVENUE



- A lack of strategy and collaboration with their previous vendor led to a continuous decline in non-dues revenue

# SOLUTIONS

## STRATEGIC PARTNERSHIP AND COLLABORATION



- Forged solid relationship with regular meetings for planning, reviewing, and strategizing upcoming improvements to Joblink
- Held strategic planning sessions to collaborate and come up with innovative ways to drive consistent non-dues revenue and provide and exceptional member experience

## UPGRADED AND IMPROVED TECHNOLOGY



- Web Scribble crafted a customized solution that was a true extension of NASW's website that offered a seamless and user-friendly experience for both job seekers and employers
- The technology is growing with the association, rolling out new features to provide all users with a great experience

## INNOVATIVE SALES STRATEGY



- Web Scribble provided sales support to sell ad space to desirable employers and post open positions on the career center platform
- New revenue-generating products and services were implemented to further increase non-dues revenue

# RESULTS

## SEAMLESS TRANSITION OVER TO WEB SCRIBBLE PLATFORM

- NASW had limited staff resources and bandwidth, so Web Scribble made sure to take care of everything possible, from start to finish
- Both job seekers and employers have praised the new platform and responsive interface
- The back-end reporting is user-friendly and NASW appreciates the actionable analytics that they have access to in order to better serve their members

## INCREASED MEMBER ENGAGEMENT

- Overall job seeker engagement grew by over 4X during the first year of partnership
- NASW's Career Fair had the best turnout that they have ever had: 1,114 attendees and 84 exhibitors

## INCREASED NON-DUES REVENUE

- In the first year of partnership, non-dues revenue increased by more than 120%
- Within a few months, NASW had already surpassed their revenue goal for the year and is in the position to exceed their goal – something they have not done in years
- The number of jobs posted on Joblink tripled

120k +  
MEMBERS

55  
CHAPTERS  
NATIONWIDE

CHAPTERS  
MANAGE  
\$40 million +  
BUDGET