

SUCCESS STORY

▶▶▶ DEVELOPING WEB PORTAL TO LINK TALENT WITH AREA EMPLOYERS

PROBLEM

The Eau Claire Area Economic Development Corporation (EDC) recognized that young professional people are leaving Western Wisconsin and heading to larger cities in neighboring states. With the economy depending on this talent pool of high technology graduates, they were seeking to develop a web portal that reached out to this talent pool and kept them connected to the region.

SOLUTION

The EDC contracted with ADC to develop the SMARTT Network™, a website that connects people to career, technology, and business opportunities in Western Wisconsin. ADC not only programmed the innovative on-line tool, we are also hosting it at our new facility in Eau Claire, Wis.

The SMARTT Network (a Strategy for Marketing and Recruiting Top Talent) is focused on creating a candidate pool that has connections to a specific geographic region. It was developed in conjunction with the EDC and funding from the State of Wisconsin.

It is based on a fee-for-service model, and requires advanced database features, including e-commerce functions and security, reporting features to clients, integration into CRM software for electronic mailing campaigns, forums, and ability for streaming videos. The site, which went live in November 2008, is administered by EDC staff with limited web programming experience using content management systems.

The SMARTT Network also provides numerous technologies that are available for licensing, as well as a section for listing/viewing business opportunities, such as franchises and new/next generation ownership. These tools are designed to spur growth of early-stage and existing companies in the region.

ADC continues to perform enhancements on the site, and the EDC is seeking to sell the SMARTT Network to other economic development corporations throughout Wisconsin.

RESULTS

Nearly 1,000 young professionals from throughout the nation have already joined the site, and area employers now have a larger pool of talent to fill high technology jobs.

“Working with Applied Data Consultants on the SMARTT Network has been a very positive experience. All of the staff were so easy to work with and went out of their way to create a quality website for us. ADC’s service and expertise in developing this complex database-driven site was top notch, and we have been very happy with the results.”

Erin Trowbridge
former Marketing Director
Eau Claire Area Economic Develop. Corp.

