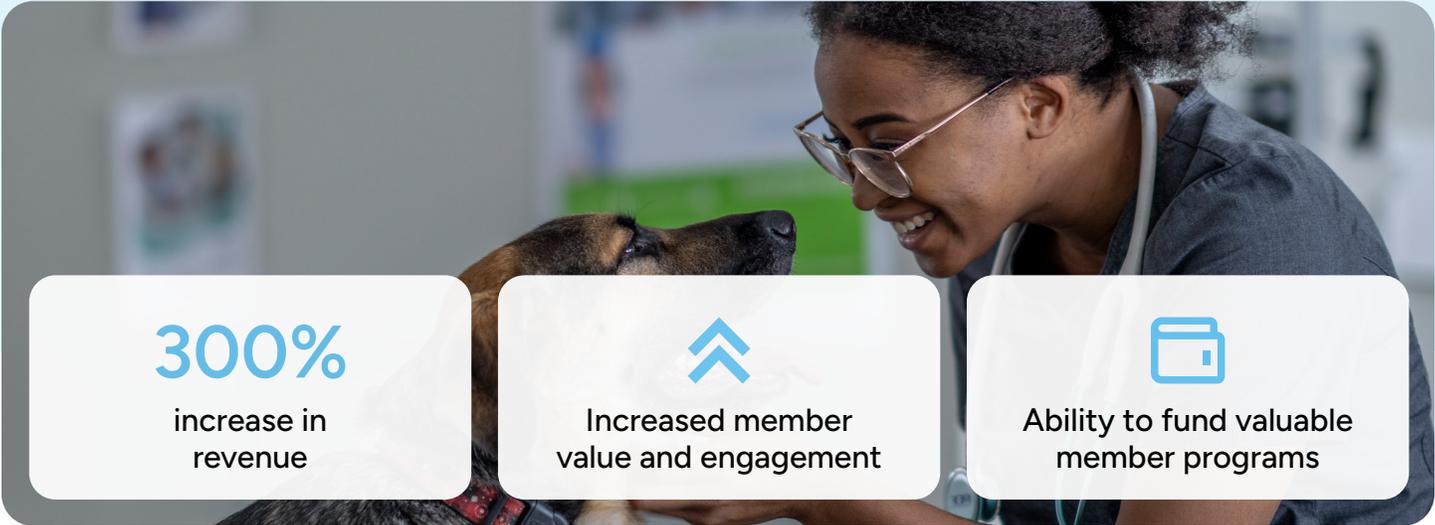


Veterinary Emergency and Critical Care Society



300%

increase in
revenue



Increased member
value and engagement



Ability to fund valuable
member programs

“YM Careers laid it out and gave us no way to lose.”

The Veterinary Emergency and Critical Care Society (VECCS) moved from using their in-house online job board to partnering with YM Careers for turnkey job board software and career services. The YM Careers team showed VECCS how their association could provide members with an invaluable career resource while driving more revenue.

After a smooth rollout of their new YM Careers-powered online career center, VECCS has increased member engagement, boosted revenue by 300%, and continued to provide added career resources for members – all with no added work for VECCS staff

Over the years, the team at YM Careers has worked closely with VECCS to create new member offerings such as Career Benchmark Dashboards and the Association placement service to create even more benefits for members and solidifying their career center as the ultimate career destination for the veterinary industry professionals.

Solutions

- ✓ World-class member career development destination on a modern software platform
- ✓ Dedicated sales support to drive employer signups and revenue
- ✓ Expert marketing strategy support to drive member engagement
- ✓ New revenue-driving products including Job Flash™ emails and recruitment guides
- ✓ New member career planning resources like Association Placement Service and Career Benchmark Dashboards

Summary

VECCS wanted to upgrade their job board to provide a better member online career center while generating more revenue. As the veterinary industry faces skyrocketing demand and a shortage in veterinarians, VECCS members needed a reliable career resource. With a small staff, VECCS also needed a partner who could manage everything related to sales and marketing so they implemented the job board software and career services from YM Careers to accomplish all of their goals.

Challenges

With the YM Careers customer marketing and sales teams, VECCS now provides members with Job Flash™ email alerts, recruitment guides, and more to help members grow their careers. VECCS utilizes the Association

Placement Service to provide members with personal recruiters who find them their dream jobs. And, through Career Benchmark Dashboards, VECCS gives members and employers unprecedented career and industry insights to make informed career decisions and become employers of choice.

Results

In addition to increasing member value and engagement, VECCS has seen a 300% increase in revenue. This revenue boost for the small staff association has given VECCS a crucial replenishment of resources all while providing their members a true career destination, especially in a time of need. VECCS continues to embrace YM Careers' ideas for improving member value and driving revenue. Now, the small staff counts on the outstanding YM Careers customer success team to handle all of the details.

"YM Careers helps us make our career center a better offering for our members while driving more non-dues revenue from it – all without extra work on our part."

-**Lauren San Martin**, Marketing and Membership Director, VECCS

About VECCS

Founded in 1974, the Veterinary Emergency and Critical Care Society (VECCS) promotes the advancement of knowledge and high standards of practice in veterinary emergency medicine and critical patient care. VECCS serves about 6,000 members.

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at momentivesoftware.com.