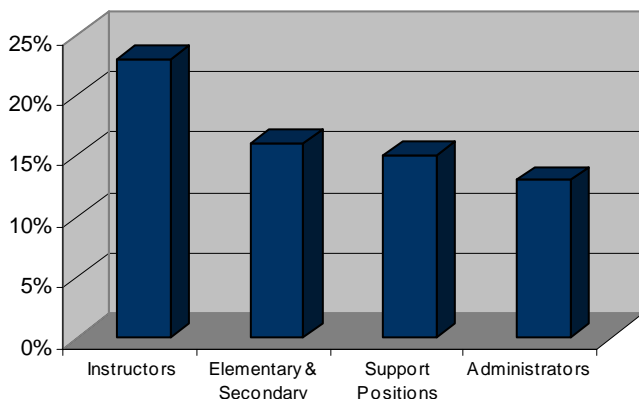


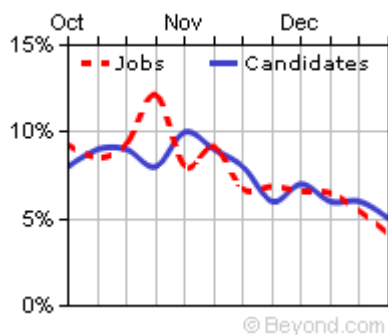
## Education, Training & Library Channel

### 4Q08 Industry Outlook

**Candidate Breakdown – Percentage of Industry Education, Training & Library**



**Education, Training & Library Employment Trends (Percentage of Network – October 2008 to December 2008)**



**Education, Training & Library Employment Forecast**  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Through 2016, overall student enrollment in elementary, middle, and secondary schools—a key factor in the demand for teachers—is expected to rise more slowly than in the past as children of the baby boom generation leave the school system.
- Continued increases in the number of special education students needing services will generate a greater need for special education teachers.

Quarterly Channel Statistics	
Active Resumes*	240,736
Jobs Posted	11,629
Channel Sites	29
Email Contacts	1,977,929
Monthly Channel Statistics	
Job Views	61,217
Online Applications	15,068
New Resumes	3,800

Most Popular Candidate Titles (%)	
1. Elementary School Teacher (6.54)	
2. Educational Administrator (6.42)	
3. Adult Literacy Instructor (5.07)	
4. Instructional Coordinator (4.89)	
5. Teaching Assistant (4.74)	
6. Middle School Teacher (3.87)	
7. Secondary School Teacher (3.85)	
8. GED Instructor (3.77)	
9. Kindergarten Teacher (3.49)	
10. Self-Enrichment Instructor (3.29)	

Cities with the Most Jobs Posted	
1. Dallas, TX	
2. Atlanta, GA	
3. New York, NY	
4. San Antonio, TX	
5. Houston, TX	

\*Includes only one resume per candidate

### We can help you can effectively reach this candidate pool.

Beyond.com, Inc. is the world's largest network of niche career communities, powering thousands of geographic and industry-specific sites. The Beyond.com Network is comprised of many distinct channels, each represented by a premier career destination and backed by a powerful group of associated communities.

By providing highly-relevant industry information and career opportunities, the Beyond.com Education, Training & Library Channel attracts thousands of active and passive candidates each month. You can effectively target and hire these qualified and skilled industry professionals with our powerful recruitment solutions, including:

- Job Posting Packages
- E-Mail Marketing
- Banner Advertising
- Job Alert & Newsletter Sponsorships
- Featured Company Profiles



## The Beyond.com Network

We power thousands of industry, local and specialty career sites and connect users across all sites through a single destination – Beyond.com. As a result, our employers benefit from the undisputed quality of a niche job board combined with the expansive coverage of a national job board. To view a complete list of Beyond.com Network sites, please visit [www.Beyond.com/Channels](http://www.Beyond.com/Channels).

Top 10 States for New Candidates (%)
1. Florida (10.16)
2. California (10.14)
3. Texas (7.90)
4. New York (7.38)
5. Pennsylvania (5.54)
6. Georgia (4.50)
7. Illinois (4.45)
8. Michigan (3.84)
9. New Jersey (3.67)
10. North Carolina (3.42)

**Top Education, Training & Library Key Words Searched by Candidates:**  
Teacher, Librarian, Professor, Education, Archivists, Curator, Writer, Receptionist, Training and Supervisor

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BeyondLosAngeles.com	SanFranciscoGigs.com	PhoenixJobs.com
HoustonJobsite.com	DallasJobsite.com	AtlantaCareerPath.com

### Industry Sites

EducationJobsite.com	TrainingJobs.com	SpecialEducationJobs.com
TeachingGigs.com	PostSecondaryTeacher.com	EducationGigs.com
EducationJobs.ca	EducationalAdministrator.com	TrainingSpecialist.net

## Key Education, Training & Library Demographics

Beyond.com recruitment solutions are the best way for your company to tap into a highly-talented, knowledgeable and fresh candidate pool. As you can see, 79% of our network candidates have a 4 year college degree or higher, 65% have 5 or more years of experience, and 51% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	6.41
1-3 Years	15.08
3-5 Years	13.36
5-10 Years	19.81
10-15 Years	14.51
15-20 Years	13.32
21+ Years	17.51

Educational Background	%
Post Graduate Degree	30.81
4 Year College Degree	47.93
2 Year College Degree	5.82
Some College	11.07
High School Diploma	4.38

Length of Job Search	%
Just Started	41.70
2 Weeks	9.28
4 Weeks	9.24
6 Weeks	5.17
2 Months	7.31
3 Months	9.06
6 Months	7.50
9 Months	2.11
12 Months	1.49
Over 1 Year	7.13

**Channel Personality Type: INFJ** (Introvert, Intuitive, Feeler, Judger). INFJ traits include: creative, original, and independent; thoughtful, warm, and sensitive; global thinkers with great passion for their unique vision; cautious, deliberate, and planful; organized, productive, and decisive; reserved and polite. The most important thing to INFJs is their ideas, and being faithful to their vision.

## Start with Us...

**Beyond.com will help maximize your campaign today. Contact us now at [Employer@Beyond.com](mailto:Employer@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**