

THE LITTLE SITE THAT COULD

Created by NACTEL (National Coalition for Telecommunications Education and Learning) telecom industry partners, VIVIDFuture.org was designed to arm incumbent telecom workers, as well as external job seekers, with useful industry information, telecom-specific education options, and tools to match and connect them to telecom job opportunities. As a director at AT&T, the largest telecommunications company in the world, I can personally speak to the success we have experienced in utilizing VIVIDFuture.org's job board as part of our recruiting strategy.

Our industry depends on highly skilled workers, and VIVIDFuture.org has proven to be a valuable piece of puzzle to connect new telecom job-seekers and those who wish to grow within the industry to open positions. Serving as **more than a job site**, VIVIDFuture helps job-seekers and incumbents build a career with education plans that help them prepare for the jobs they want. Consequently, our Leadership and Staffing team at AT&T have been pleasantly surprised by the quality of applicants sourced from VIVIDFuture.org. Time after time, candidates from VIVIDFuture have proven to have the **right mind-set and skill-set** to hit the ground running.

In choosing to use a niche job board site such as VIVIDFuture.org, we're certain that our positions are not lost amid the flow of information on the Internet. Additionally, the team behind VIVIDFuture.org has created a **customer-focused environment**, while keeping the needs of job seekers at the forefront.

As the telecommunications industry adapts to consumer demands, it has become increasingly important to find workers with a strong skill set, and the curiosity and willingness to continue to develop their abilities. Team members found through VIVIDFuture.org have proven to be stable members of the AT&T team, with high retention rates, and an eagerness to continue expanding their skills to adapt to the changing climate of telecommunications. Furthermore, the career map housed on the VIVIDFuture website allows us to provide current employees with a visual depiction of possibilities within the industry—and the education to achieve those career goals.

VIVIDFuture.org plays an important part to ensure that the telecom industry has an adequately trained and **exceptionally skilled** workforce. Furthermore, VIVIDFuture.org provides an exciting platform to make our industry more visible, increase awareness of open possibilities, and highlight what's possible in the ever-growing telecommunications industry. The VIVIDFuture site has proved to be a wonderful niche job site in driving technical candidates into our workforce- it's been **very successful**. We're looking forward to a long relationship with VIVIDFuture and NACTEL. I urge you to join AT&T in utilizing this valuable recruiting and retention tool.

Best,

Jon Nelson,

Director of Human Resources, AT&T