



National Labor Exchange State Services

The NLx partnership offers state workforce agencies a number of no-cost services, including: downloads and uploads of jobs openings, indexing, microsites, hosted state job banks, jobseeker analytics, and the Hilton Honors Military Program. Targeted training and technical assistance, is available [upon request](#).

Downloads and Uploads of Job Openings

All 50 states, the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands have signed formal NLx participation agreements and are considered partners in its operation. Each state workforce agency can choose NLx services that suit its needs. State workforce agencies can enhance their job openings by downloading thousands of unduplicated, current NLx jobs, from vetted employers. The technical aspects of set-up and exchanging files are managed by the technology team at DirectEmployers Association. State partners are able to take the entire national jobs file or individual state files. State job files can also be set up to include certain zip codes of neighboring states or a specified radius around the state border.

For more information about your state's specifications for the download and upload process, please contact NLx@naswa.org

Indexing

Indexing, also known as scraping or spidering, is a no-cost customizable tool that extracts job postings from the career sites of over 18,000 employers. The indexed employer community includes both DirectEmployers member companies and nonmembers who would like their jobs to appear in the NLx.

State workforce agencies can help increase the total number of NLx job openings by identifying "indexable" corporate sites, and notifying the NLx operations team. If the site can be indexed, its jobs will automatically be included in the NLx feed, and will be refreshed on a daily basis. This no-cost benefit to NASWA members allows business services representatives at state workforce agencies to extend value to their business customers. Indexing also minimizes the need to manually post jobs in the state job bank, allowing staff more time for direct client service.

In order for jobs to be considered for automatic indexing into the NLx, a corporate career site must include the following criteria for each posting:

- Job title
- Location (city and state)
- Job description
- Application method

The corporate career site must include at least five jobs postings indexing to work properly.

To request indexing, fill out [request form](#) through USNLx.com. For more information contact NLx@naswa.org

Microsites

Online jobseeker behavior has radically changed in recent years. Today's jobseekers begin their search on search engines like Google, use their mobile devices, and leverage social media as part of their networking. Capitalizing on these behaviors, the NLx provides state microsites that are search engine optimized, social media integrated, and mobile ready.

State workforce agencies can harness the power of the NLx by creating microsites, which will drive more traffic to the state job banks. These microsites are not distinct job banks - rather, they serve as additional pathways leading back to the state job banks. Microsites can also target specific industries, feature a Military Occupation Code crosswalk, and be tailored to state initiatives. As with all job postings on the NLx, jobseekers who view a posting on a state microsite will be directed back to the original source.

To participate in this no-cost service, states must be NASWA members and be processing the USNLx.com file into the state job bank. Benefits include state-specific branding, monthly reports on jobseeker traffic, and one graphic or content change per

quarter. States can develop up to 5 no-cost microsites.

To view a complete list of state workforce agencies currently using the NLx microsite benefit, please visit the [State Microsite page](#).

Hosted State Job Banks

The NLx can provide a no cost labor exchange solution, tailored to the preferences of a state workforce agency. Hosted state job banks offers flexibility in look and feel, and can be easily administered by state workforce agency staff. In addition to cost savings, this option offers hosted states the full breadth of USNLx.com benefits and services, including search engine optimization, social media integration, and built-in mobile readiness.

Currently, New York, and Puerto Rico are being fully hosted by the NLx. To view these job banks, click on the state below:

- [New York](#)
- [Puerto Rico](#)

Analytics

The NLx offers an analytics dashboard tool enabling state workforce agencies to view transactional data about job seeker searches. This tool captures the flow of job seeker traffic between state job banks, corporate career sites, NLx partner sites, and other sites in the syndication network. All job postings include O*NET codes, which allows for in-depth data manipulation. Analytics allow states to document traffic to corporate sites, demonstrating market share. In addition, DirectEmployers member companies can track hiring information online for each state job bank, offering the system tangible information about the value of the state online self-services.

Hilton Honors Military Program

The [Hilton Honors Military Program](#) is a partnership between Hilton Worldwide and individual state workforce agencies to support Veterans, transitioning service members and other eligible persons seeking civilian careers. Hilton provides eligible individuals with Hilton Honors points that can be used for overnight hotel stays during employment-related activities. Each state determines eligibility criteria and the referral process. Since the start of the program in 2014, more than 5,200 individuals have received points to assist with their job search. Currently, 25 states are participating in this no-cost program.

For more information, contact HiltonHonors@naswa.org.