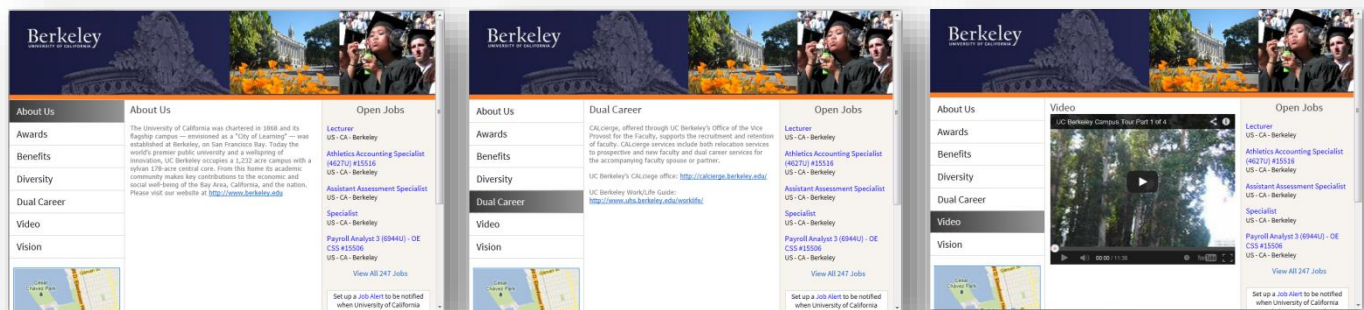


## About the HERC Enhanced Member Profile

The HERC Enhanced Member Profile allows you to better showcase your institution to potential candidates by highlighting your institution's distinctiveness. Unlike commercial higher education sites that charge between \$400 - \$100 per year for a single page member profile, there is NO COST to add this robust tool to your HERC account. Features of the Enhanced Member Profile include:

- A fully branded member institution profile with the option for multiple pages/sections to highlight your institution including sections for benefits, diversity, dual-career information, awards, and even the ability to feature a video.
- Your member institution profile will include several of your current job listings and a link to view all of your jobs on the HERC website.
- Candidates can create a job alert from your profile to be notified of any new listings you post with HERC. Below are screen shots with a sample Enhanced Member Profile:



- Candidates will be able to access your Enhanced Member Profile in the following ways:
  - From all of your job listings
  - Via the map pin for your institution on the HERC Member Directory & Profiles page
  - On the 'Member Institutions' list for your region and the central [www.hercjobs.org](http://www.hercjobs.org) site
  - Clicking your logo in the scrolling 'Featured Member Institutions' at the bottom of your region and [www.hercjobs.org](http://www.hercjobs.org)
- The design of your Enhance Profile can be as simple or as elaborate as you'd like. If you don't have graphics readily available to create a header and footer for your profile, that's fine, the system will use the logo already associated with your institution account, for example:

### UCLA

- About Us
- Benefits
- Culture
- Diversity
- Dual Career
- Video



University of California, Los Angeles  
405 Hilgard Ave.  
Los Angeles, CA 90095

#### About Us

For nearly 100 years, UCLA has been a pioneer, persevering through impossibility, turning the futile into the attainable.

We doubt the critics, reject the status quo and see opportunity in dissatisfaction. Our campus, faculty and students are driven by optimism. It is not naive, it is essential. And it has fueled every accomplishment, allowing us to redefine what's possible, time after time.

This can-do perspective has brought us 32 Nobel Prizes, 32 Rhodes Scholarships, more NCAA titles than any university and more Olympic medals than most nations. Our faculty and alumni helped create the Internet and pioneered reverse corsairs. And more than 100 companies have been created based on technology developed at UCLA.

This is UCLA.  
These are the grounds of optimism.

#### Open Jobs

**Director of Development, Fowler Museum at UCLA**  
US - CA - Los Angeles

**Japanese Studies Librarian**  
US - CA - Los Angeles

**Training & Development Manager**  
US - CA - Los Angeles

**Administrative Analyst**  
US - CA - Los Angeles

**Senior Web Developer**  
US - CA - Los Angeles

[View All 87 Jobs](#)

Set up a [Job Alert](#) to be notified when University of California, Los Angeles posts new jobs.

## Before You Get Started

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If you'd like to take advantage of the Enhanced Member Profile design options and include a custom header and footer on your profile, we encourage you to gather the following items before setting up your profile:

1. **Logo** – Your logo has already been added to your HERC account for you. This is the same logo that will appear on your job listings and the Member Institution listing, so there's no need to upload a new logo unless your logo has changed. If you choose to change your logo, it must be no wider than 200 pixels, and the file format must be GIF, JPG or PNG.
2. **Profile Header and Profile Footer** – These images are displayed at the top and bottom of your Enhanced Member Profile. The images must be exactly 1,000 pixels wide, the recommended height is 150 - 200 pixels, and the file format must be GIF, JPG or PNG.
3. **Profile Sections** – The Enhanced Member Profile includes multiple 'sections' you can include in your profile to highlight various aspects of your institution – you can include as many of the following sections as you'd like:

About Us	Dual-Career	Primary Business
Awards	Environment	Products
Benefits	Inside View	Related
Credo	News	Companies
Culture	People	Videos
Diversity	Philosophy	Vision

A paragraph or two for each section is recommended and you can include links to more information on your website.

4. **Video** – If you decide to upload a video, it must be a YouTube video. The field to enter the video URL for your Enhanced Member Profile is pre-formatted so you only need to enter the video ID. For example, if your video is [http://www.youtube.com/watch?v=QWVBu\\_GlUgI](http://www.youtube.com/watch?v=QWVBu_GlUgI) then the video ID is QWVBu\_GlUgI (so the field on the Enhanced Member Profile form will look like [http://www.youtube.com/embed/QWVBu\\_GlUgI](http://www.youtube.com/embed/QWVBu_GlUgI)).

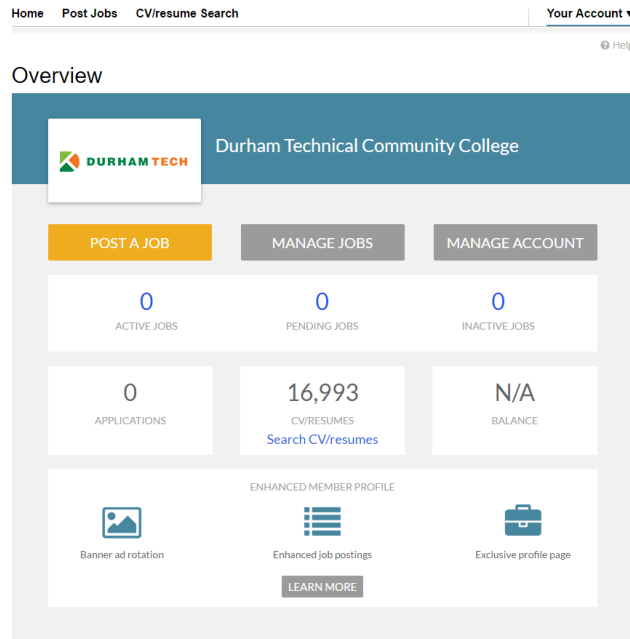
Once you've gathered your Enhanced Member Profile images and information, it takes about 15 minutes to setup your Enhanced Member Profile.

## Enhanced Member Profile Setup & Management

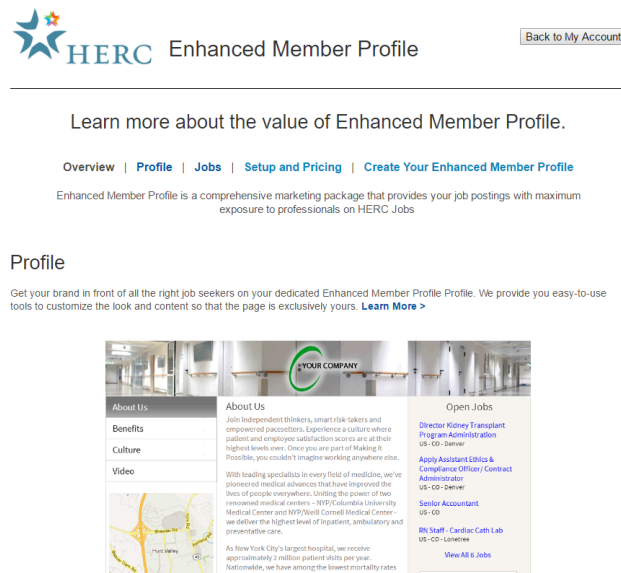
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1. From any page of the HERC website, click the 'Member Institution Login' link in the top-right corner and login (if you have any trouble logging in, please contact customer service via the phone or email address in the footer of these instructions).


- In the bottom section of the 'Overview' screen, click on 'Learn More' under the Enhanced Member Profile section:



- On the 'Enhanced Member Profile' Page click on 'Create Your Enhanced Member Profile' link:  
Search Results



4. This is the first of a four step process to activate your profile, upload your images, select your profile sections, and add school location to generate an interactive map:



Enhanced Member Profile

[Back to My Account](#)

[Enhanced Member Profile](#) > **Create Your Profile** > [Enter Your Content](#) > [Preview Your Profile](#) > [Activate Profile](#)

Fields Marked with a + are required

### Image Assets

[Document Types](#)

+ Company Logo: Logo not to exceed 200 pixels  [Browse...](#)

Logo

Profile Header: Required Size: 900 Pixels Wide  [Browse...](#)

Profile Footer: Required Size: 900 Pixels Wide  [Browse...](#)

### + Profile Sections

<input type="checkbox"/> About Us	<input type="checkbox"/> Awards
<input type="checkbox"/> Benefits	<input type="checkbox"/> Culture
<input type="checkbox"/> Credo	<input type="checkbox"/> Diversity
<input type="checkbox"/> Dual Career	<input type="checkbox"/> Environment
<input type="checkbox"/> Inside View	<input type="checkbox"/> People
<input type="checkbox"/> Philosophy	<input type="checkbox"/> Primary Business
<input type="checkbox"/> Products	<input type="checkbox"/> News
<input type="checkbox"/> Related Companies	<input type="checkbox"/> Vision
<input type="checkbox"/> Video	

### Employer Location

This information is not required but is strongly recommended. A complete address will generate an interactive map.

Address 1 :

Address 2 :

City :

State :

Zip/Postal Code :

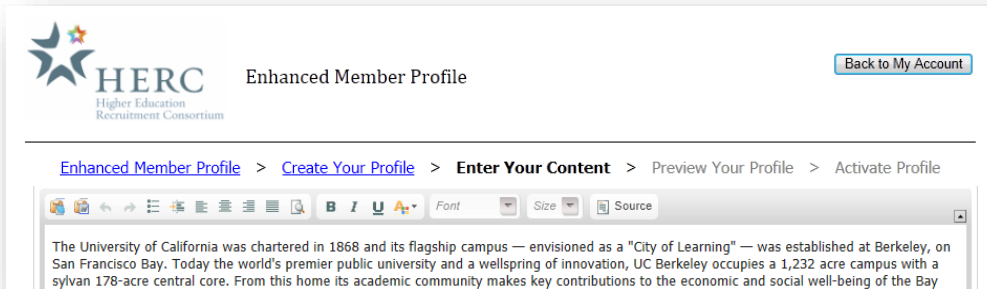
### Profile Information

Stock Symbol :  Leave blank if there is no stock symbol.

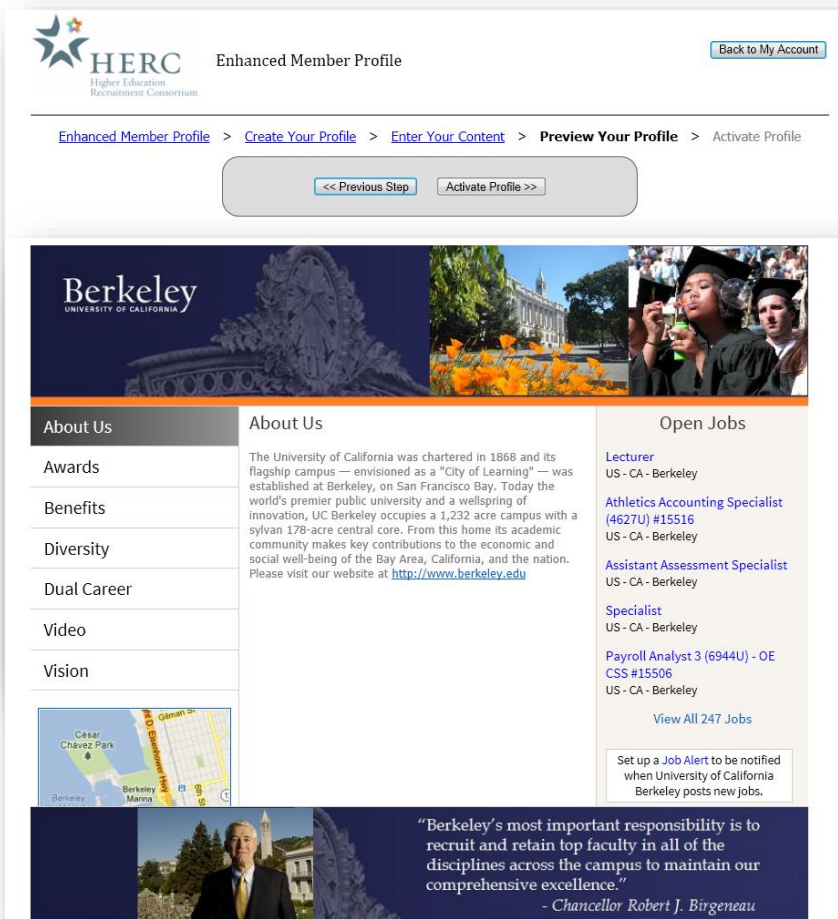
Size of Company :

[Save & Continue >>](#)

- On the 'Enter Your Content' page, insert your content for each profile section you selected on the previous screen. You can use the editing tools to format your content – for consistency, we recommend you use the same font type and size on all pages of your Enhanced Member Profile:



- On the 'Preview Your Profile' page, you'll be able to see how your Enhanced Member Profile will look to end users, including clicking on each of your profile sections.



7. When you're satisfied with your Enhanced Member Profile, click the 'Activate Profile' to make it live on the site. Your Enhanced Member Profile will be accessible to HERC job seekers the following day.
8. All users associated with your HERC account have access to make changes to the profile at anytime via the 'Overview' screen of your account.