

# Upskilling and Reskilling of American Workers

Kelly McCreight, CSP

Chief Executive Officer, Hamilton-Ryker

ASA Board Chairman



# Welcome

Ralphie



Zasz

# Welcome

Audrey





# Welcome





# Welcome



# Chairman Priorities

- Filling the Talent Pipeline
  - 2018 skills gap initiative
  - Collect examples and best practices of innovation
  - Promote member efforts
- Technology Education Initiative
  - Identify new talent technology solutions and programs
  - Provide insight on additive and disruptive technologies
- Update the Association's Strategic Plan

# Key Issues

- New “Pass-Through” Tax Deduction
  - Provides a 20% tax deduction of an individual’s domestic qualified business income from a partnership, S corporation, LLC, or sole proprietorship
  - Potential for significant tax savings
- Feasibility Study for an ASA-Sponsored Health Plan
- Safety Standard of Excellence Program

# Pass-Through Tax Deduction

- The new tax reform law provides a 20% tax deduction for income from businesses organized as partnerships, S corporations, LLCs, or sole proprietorships—generally smaller businesses that are taxed at individual, not corporate, tax rates
- The ability to take the tax deduction is a major issue for staffing firms that is worth millions to them
- Certain “specified trades or businesses” are excluded (e.g., law, accounting, and consulting firms—and firms whose principal asset is the “reputation or skill” of its owners or employees)



# Pass-Through Tax Deduction

- At a meeting last week with top Treasury Department officials, ASA urged two main reasons why staffing firm owners should be able to take the deduction:
  - “staffing” is not on the list of businesses specifically excluded as “specified trades or businesses”
  - clients buy staffing services based on price, availability of talent, and quality of service—not the reputation or skill of individual owners or employees
- Proposed regulations likely will be out late summer or early fall
- ASA will be actively engaged throughout the rulemaking process and will keep members apprised of all developments

# Association Health Plan Feasibility Study

## *Amazon, Berkshire Hathaway and JPMorgan Team Up to Try to Disrupt Health Care*

By NICK WINGFIELD, KATIE THOMAS and REED ABELSON JAN. 30, 2018



## Exploring New Approaches to Health Insurance for the Staffing Industry

SHARE:



February 05, 2018

0.75 LEGAL CE OR 0.75 HEALTH CARE CE

★★★★★ (1)  
Average Rating

### Highlights

Health insurance has been a special challenge for staffing firms, particularly since the Affordable Care Act was enacted in 2010. Many firms have struggled under the law's complex rules to find compliant, affordable coverage for their employees.

New regulations recently proposed by the U.S. Department of Labor could offer a solution by allowing small to mid-sized employers to combine into a single large group through associations like ASA. Large groups enjoy flexibility in benefit design and more flexible rating rules—which could mean benefits that better meet the needs of staffing firm employees at more cost-effective rates.

Given this potential new opportunity, the ASA board of directors has authorized a study to explore the feasibility of establishing an association plan or captive arrangement under which ASA member firms could make health insurance available to their internal staff and their temporary and contract employees. ASA has asked Marsh & McLennan, one of the world's largest insurance consulting firms, to conduct the study.

To determine how many staffing firms and employees might participate in an ASA-sponsored plan, Marsh & McLennan will present a webinar exclusively for ASA members to explain the basics of association health plans and captive insurance, and to describe what information Marsh & McLennan will need to assess whether an ASA plan is feasible.

During this webinar, attendees will learn

- How association health plans and captive insurance operate
- How an ASA-sponsored association health plan might work
- How an ASA-sponsored association health plan could save your firm money

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# 2018 Priorities

STAFFING  
INDUSTRY **SAFETY**  
**BEST PRACTICES**



AN INITIATIVE OF THE AMERICAN STAFFING ASSOCIATION AND NATIONAL SAFETY COUNCIL

## A Real Differentiator in the Competitive Staffing Marketplace

When your company earns the [Safety Standard of Excellence](#) mark, it demonstrates that standards are in place to foster a safe workplace for temporary workers, that your firm is committed to worker safety, and that it is a trusted employer and business partner.

[Learn More](#)

**More than 20 staffing companies have earned the mark in the past year.** Here is what some have said about their experience:

*"We have made changes, such as moving to electronic training, because of the Safety Standard of Excellence assessment."*

*"It was recommended that we drug test everyone. Because of that, it has reduced our incidents and our turnover rate."*

*"We've made improvements based on our Safety Standard of Excellence report. We believe that the National Safety Council's opinion trumps all, and we want to follow NSC recommendations."*



*With Support From*





# CONGRATULATIONS!



The American Staffing Association congratulates this elite class of staffing companies for earning the prestigious **Safety Standard of excellence** mark. These companies have demonstrated the highest standards of safety and are recognized for making temporary worker safety an ongoing priority.

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 1. Aerotek                          | 12. Integrity Staffing Services      |
| 2. Allied Forces Temporary Services | 13. Kelly Services                   |
| 3. Arizona Labor Force              | 14. Labor Systems Temporary Services |
| 4. Axxess Staffing                  | 15. MAU Workforce Solutions          |
| 5. CoWorx Staffing Services LLC     | 16. Randstad                         |
| 6. DAVIS Staffing Inc.              | 17. Reliance Staffing & Recruiting   |
| 7. Diamond ZB Staffing Services     | 18. Spherion                         |
| 8. Elwood Staffing Services         | 19. Taylor Smith Consulting LLC      |
| 9. Elwood Tradesmen                 | 20. TERRA Staffing Group             |
| 10. <b>Hamilton-Ryker</b>           | 21. TOPS Staffing LLC                |
| 11. Helpmates Staffing Services     |                                      |



With support from



[americanstaffing.net/safety](http://americanstaffing.net/safety)





# What Americans Are Saying About the Skills Gap

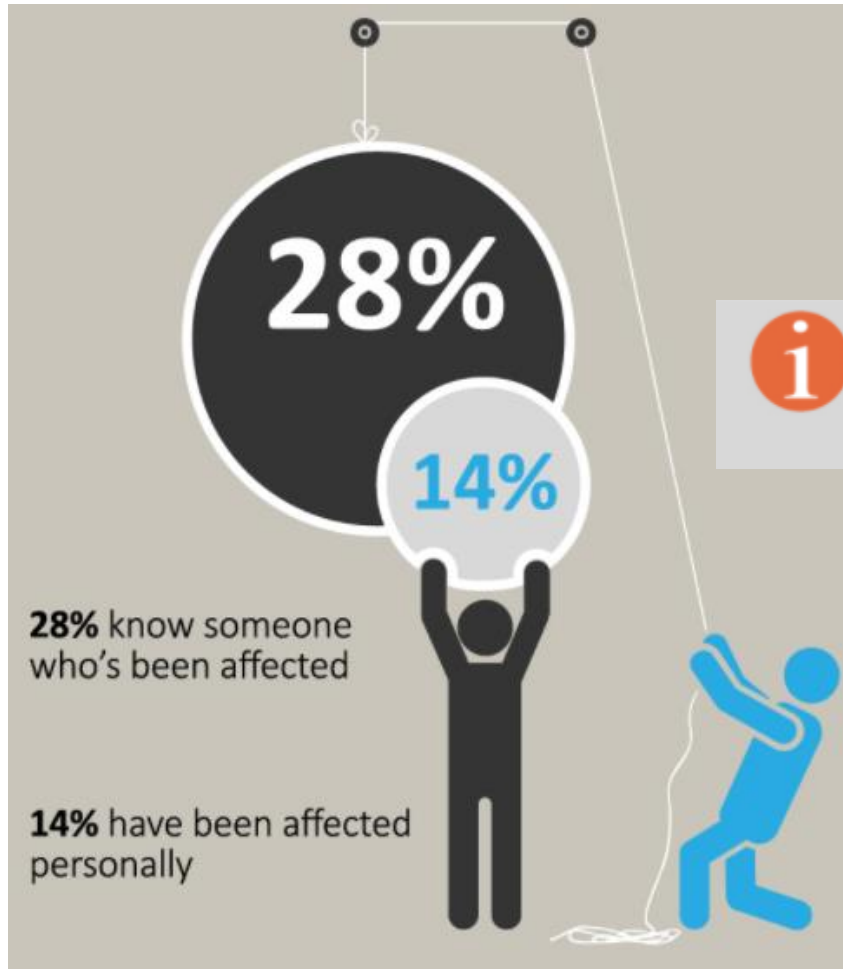
# “Skills Gap” Is a Widely Unfamiliar Term



Half of U.S. adults say they have never heard of the term “skills gap.”

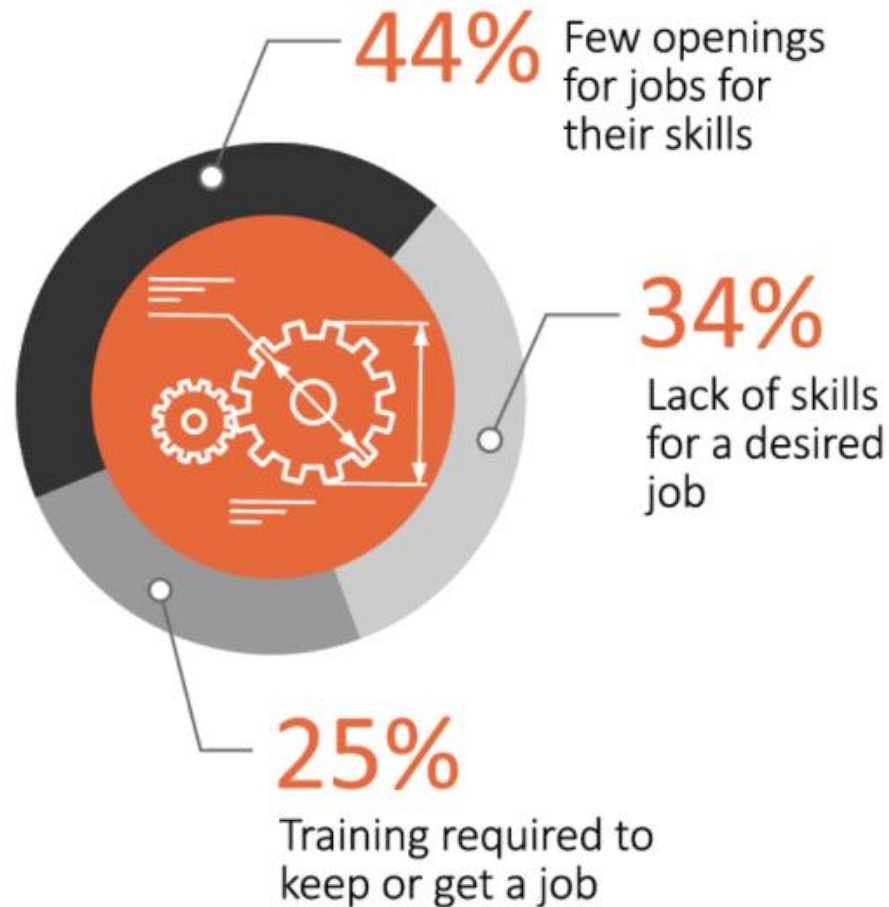


# Once Defined, Skills Gap Hits Home



The term skills gap refers to the perceived difference between the skills employers require and the skills workers possess.

# Skills Gap = Negative Effect on Workers



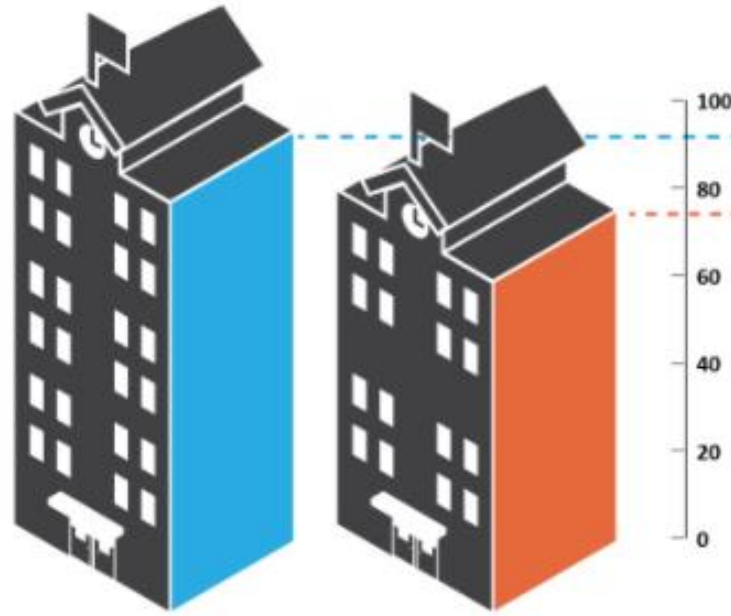
# ASA Workforce MONITOR

CURRENT TRENDS AND ISSUES

## The Skills Gap: Who's to Blame?



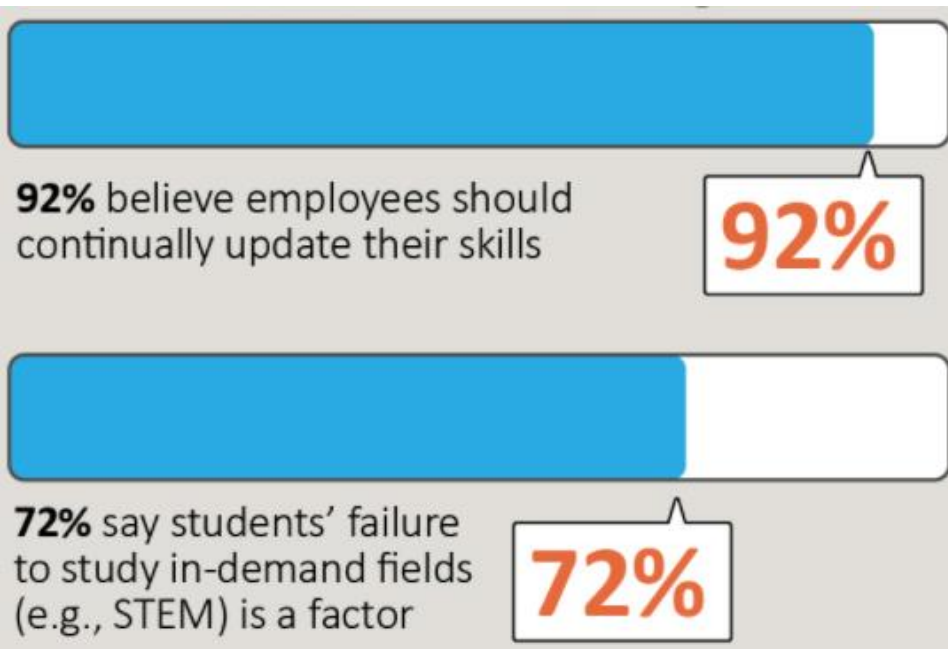
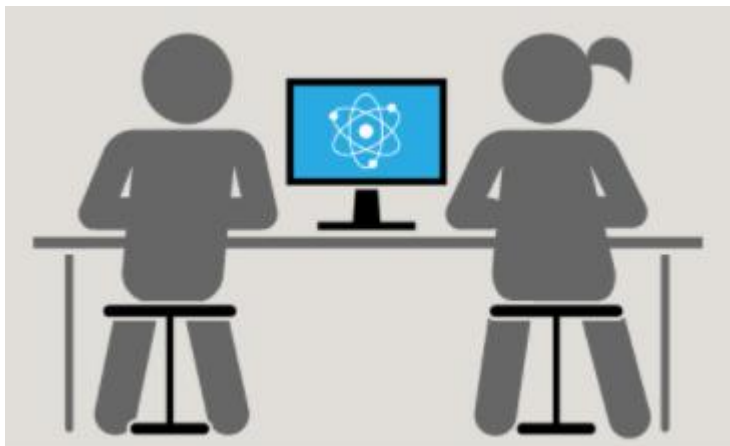
# Schools Need to Catch Up



**93%** say schools need to do more to develop employable graduates

**75%** say inadequate education is a top factor responsible for the skills gap

# Individual Inaction Is a Top Factor



# Employer Training and Expectations Miss Mark

Failing to provide training



Not offering apprenticeship programs



Not communicating expectations to employees



Unrealistic expectations of job candidates' skills





## Governments Can Do More



More than half assert that governments fail to offer sufficient training.



57%

STATE AND LOCAL



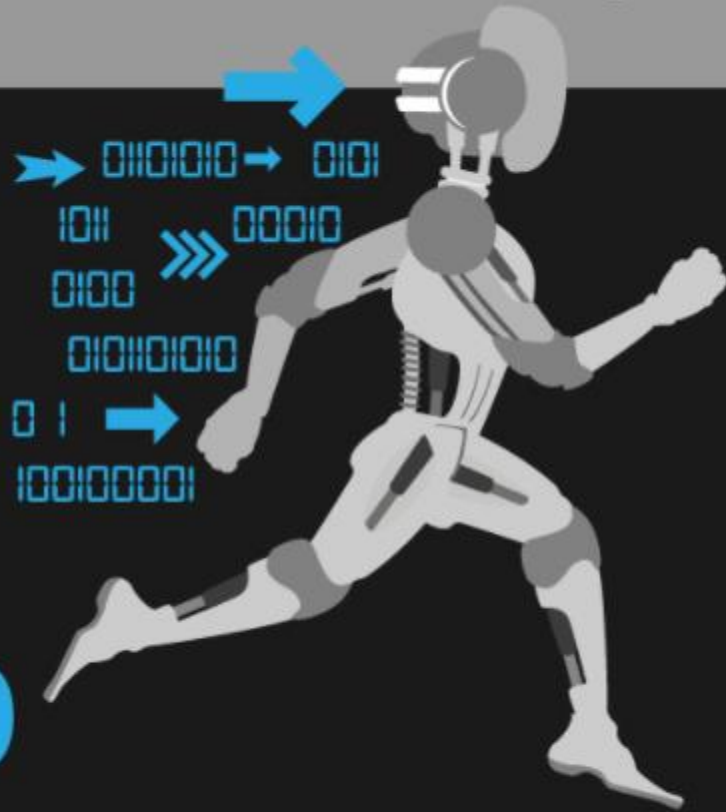
54%

FEDERAL

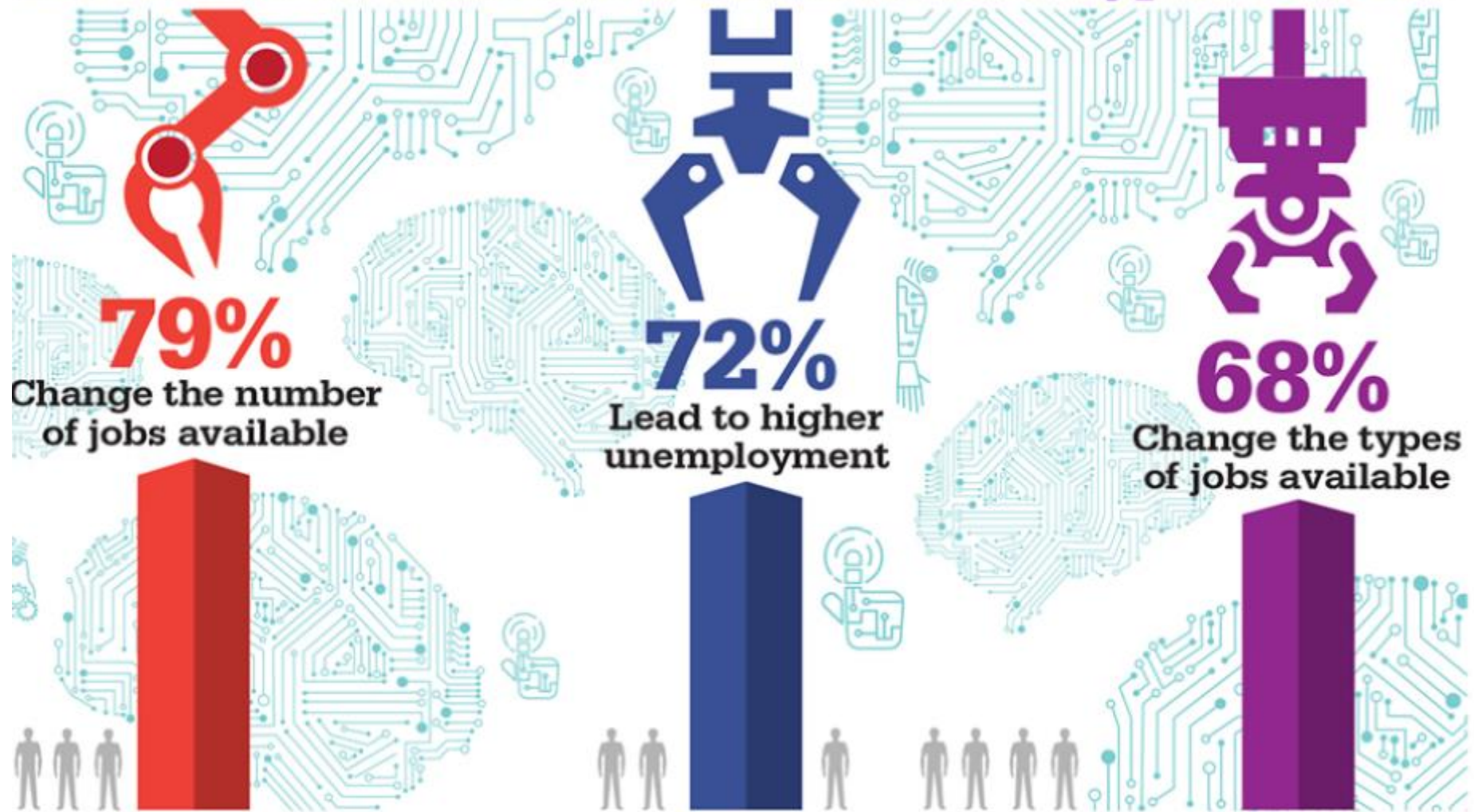
## Tech Outpacing Workers' Knowledge

76%

76% of U.S. adults say technology surpassing workers' knowledge is a cause of the skills gap.



## Automation Will Affect Number and Types of Jobs



# Focused Training Needed

**87% agree:**

Due to automation, **additional training** will be needed to **get a job in the future.**





## Unemployed Yearn for Training

Unemployed adults—especially those looking for work—would be willing to take a job in a new field if training were provided.



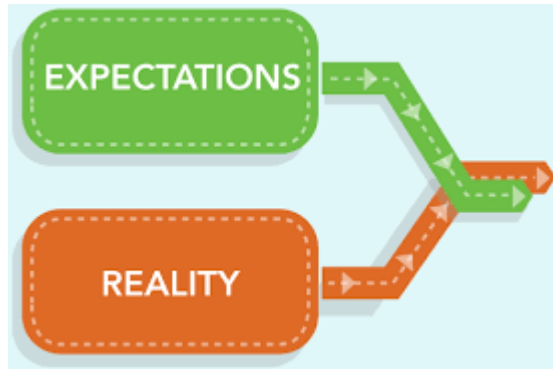
**73%**

Unemployed and  
**Not Looking**

**88%**

Unemployed and  
**Looking for Work**

# Solutions for Dealing With Skills Gap



# **Training, Upskilling, and Re-training America's Workforce**



# Training, Upskilling, and Re-training America's Workforce

- Executive Order: “Expanding Apprenticeship Programs in America”
- Mission: To identify strategies and proposals to promote new models for work-based learning, especially in sectors where current apprenticeship programs are insufficient.
- Staffing industry/ASA representation as part of the taskforce



*Home › Research & Data › ASA Staffing Surveys & Data › ASA Skills Gap Index*

## ASA Skills Gap Index—Downloads M

The ASA Skills Gap Index tracks the number of hardest-to-fill occupations in the U.S.

The ASA Skills Gap Index report and companion presentation deck for clients and business groups are available to ASA members only. Download these files below.



### Latest ASA Skills Gap Index Report

This report details national and regional data by industry sector, including salary information.

### Skills Gap Presentation

This deck combines ASA Skills Gap Index and other data to help you communicate with clients and other audiences about why the skills gap exists and how to address it.

**Educate  
Using  
ASA  
Research  
and Data**



## Educate Using ASA Research and Data



## THEMES TO ELEVATE + TALKING POINTS

JOB PLACEMENT COMPANIES			
VALUE PROPOSITION	We help job seekers get noticed and land positions that match their qualifications at companies that are hiring		
CORE PILLARS	HELP THEM GET NOTICED	MAKE IT EASY FOR THEM	PROVIDE PERSONAL SUPPORT
JOB SEEKERS' KEY PAIN POINTS	Job seekers think the process is a blackbox, and it's holding them back. With us, there's less guess work and more opportunities to <b>get noticed</b> by the right people.	Job seekers think finding a job is a drain of time and energy. We make the process <b>easier</b> , so they can get hired faster and start earning more quickly.	Job seekers think the process is impersonal. <b>We provide personal support</b> , partnering with them, so they can find the right job for their needs.
KEY TALKING POINTS THAT EXPRESS HOW THE INDUSTRY DELIVERS ON JOB SEEKERS' KEY CONCERNS	<ul style="list-style-type: none"> <li>■ We have access to positions that otherwise may not have been available.</li> <li>■ We get résumés in front of the right people.</li> <li>■ We can't guarantee a candidate will get the position, but we can ensure they get noticed by the right people.</li> </ul>	<ul style="list-style-type: none"> <li>■ We use deep relationships with companies from a variety of industries to match job seekers to positions they're qualified for.</li> <li>■ That means job seekers don't have to spend as much time searching and sending résumés.</li> </ul>	<ul style="list-style-type: none"> <li>■ We work one-on-one with job seekers.</li> <li>■ We return phone calls and follow up on emails.</li> <li>■ We make support services available, like résumé revisions and interview prep workshops.</li> </ul>

# The New Language of Staffing

# Bridging the Skills Gap

JAG



[americanstaffing.net/jag](http://americanstaffing.net/jag)



Search Staffing World Recordings

[Home](#) › [Staffing World Recordings](#)

## Industrial—Upskilling: A Story of a Partnership Between Staffing Firms and Clients

SHARE:



October 25, 2017

Finding qualified, high-skilled candidates continues to be a top challenge for many industrial staffing firms. Hear from firms who have addressed the talent skills gap in their area by partnering with their clients to provide upskilling to candidates. These firms will weigh in on the benefits and challenges of starting an upskilling program and will share the value this program brings to their client relationships.

STAFFING®  
WORLD  
2 0 1 7

Panel Facilitator

**Kelly D. McCreight, CSP**

Chief Executive Officer  
Hamilton-Ryker



**John Davey**

Director of Manufacturing Services  
MAU Workforce Solutions



**Genia Spencer**

Executive Vice President, Creative and  
Digital Services

TeamPeople—a System One Co.



**Scott Mayer, CSP**

President  
QPS Employment Group



American Staffing Association





## Course Learning Objectives



### Forklift Qualification Course

Assess a candidate's ability to operate a forklift based on client's job description and qualifications.



### Enhancement Course

Improve competency and job readiness for new hire material handlers, in a controlled environment, using both scenario and equipment training.



### Fundamentals Course

Provide knowledge and instruction using practical exercises to develop the fundamental skills to competently operate a forklift.



## APPRENTICESHIP PROGRAMS



**teampeople**

## THE BENEFITS

APPRENTICES GAIN HANDS-ON  
EXPERIENCE

IMMERSED IN THE  
ORGANIZATION'S TEAM AND  
CULTURE

LEARN PRACTICAL &  
THEORETICAL ASPECTS OF A  
HIGHLY SKILLED OCCUPATION

CLIENTS "TEST-DRIVE" TALENT

SHORT-TERM OR PROJECT  
BASED SUPPORT



**Work is our passion.**

## Candidate Training

What doesn't work:

- Trying to provide all training needed to qualify every candidate for any new role
- Each client need is different
- Cost and time
- Unless you can focus on one industry, what do you train on?

What we have focused on:

- Candidate preparation
- Client coaching
- Internal processes
- Leveraging technology for training

**QPSWORKS.COM**







# Soft Skills Orientation

- Designed by University of Tennessee with grant money
- Topics covered:
  - Active listening
  - Employee accountability
  - Conflict management
  - Employee reliability
  - Workplace violence
- Course time: 75 minutes
  - Delivered by internal staff in addition to regular orientation





# Better WorkLife Academy



EmployBridge has partnered with online learning and skills training leader Penn Foster to launch Better WorkLife Academy, making a wide array of free career-focused courses available to its associates in 25 U.S. markets.

Penn Foster, a leading provider of skills development training and credentials for today's frontline workforce, delivers its courses in a self-paced, competency-based model wrapped by comprehensive academic, professional, and personal support and coaching.

The Penn Foster courses, offered to associates of most EmployBridge brands in the newly created Better WorkLife Academy, include a mix of administrative, manufacturing, and technical offerings.

# What Is Your Firm Doing to Upskill?

- **ASA Elevate Award**
- Topics covered:
  - Honors members' best efforts to upskill and reskill the workforce
  - Collect examples and best practices of innovation
  - Promote member efforts



Email [membership@americanstaffing.net](mailto:membership@americanstaffing.net) and ask to be notified when details are available.

## National Staffing Employee of the Year & All-Stars



**Fawaz Joseph**

ettain group

Engineering, IT, & Scientific Sector All-Star



**Tayvon Snowden**

Delta Global Services

Industrial Sector All-Star



**Brittany Bourgeois**

Supplemental Health Care

**2018 National Staffing Employee of the Year**

Health Care Sector All-Star



**Jessica Dorny**

Parker Staffing Services

Office—Clerical & Administrative Sector All-Star



**Ken Martin**

LaSalle Network

Professional—Managerial Sector All-Star



# Thank You

Questions?

