



American Staffing Association

WELCOME

ASA Washington Staffing Symposium

Welcome

Kiersten Nelson, CSP,
Government and Community Relations, TrueBlue Inc.
Chairman, ASA Washington Council



ASA Regional Councils are composed of volunteers that enhance the membership experience within the state. ASA regional council leaders

- provide insight and guidance on state specific issues
- create education and networking opportunities at the state and local level
- serve as ambassadors and increase volunteer and member engagement
- provide strategic direction and work in partnership with staff to execute ASA mission



ASA Washington Council Leaders

- Chip Albright, CSP, Staffmark
- Reid Bates, Express Employment Professionals
- Carol Harvey Darling, Protingent Staffing
- Harry C. Franzheim, CSP, New Era Staffing & HR Solutions
- Joyce Matson, CSP, All StarZ Staffing
- Kari Misterek, PHR, CEBS, LaborWorks Inc.
- Kiersten Nelson, CSP, TrueBlue Inc.
- Judy Nuxall, Employers Overload
- Jacob Rhoades, Parker Staffing Services LLC
- John M. Swartos, ASP, Aerotek
- Jennie Taylor, NW Staffing Resources
- Paul Thielemann, NW Staffing Resources

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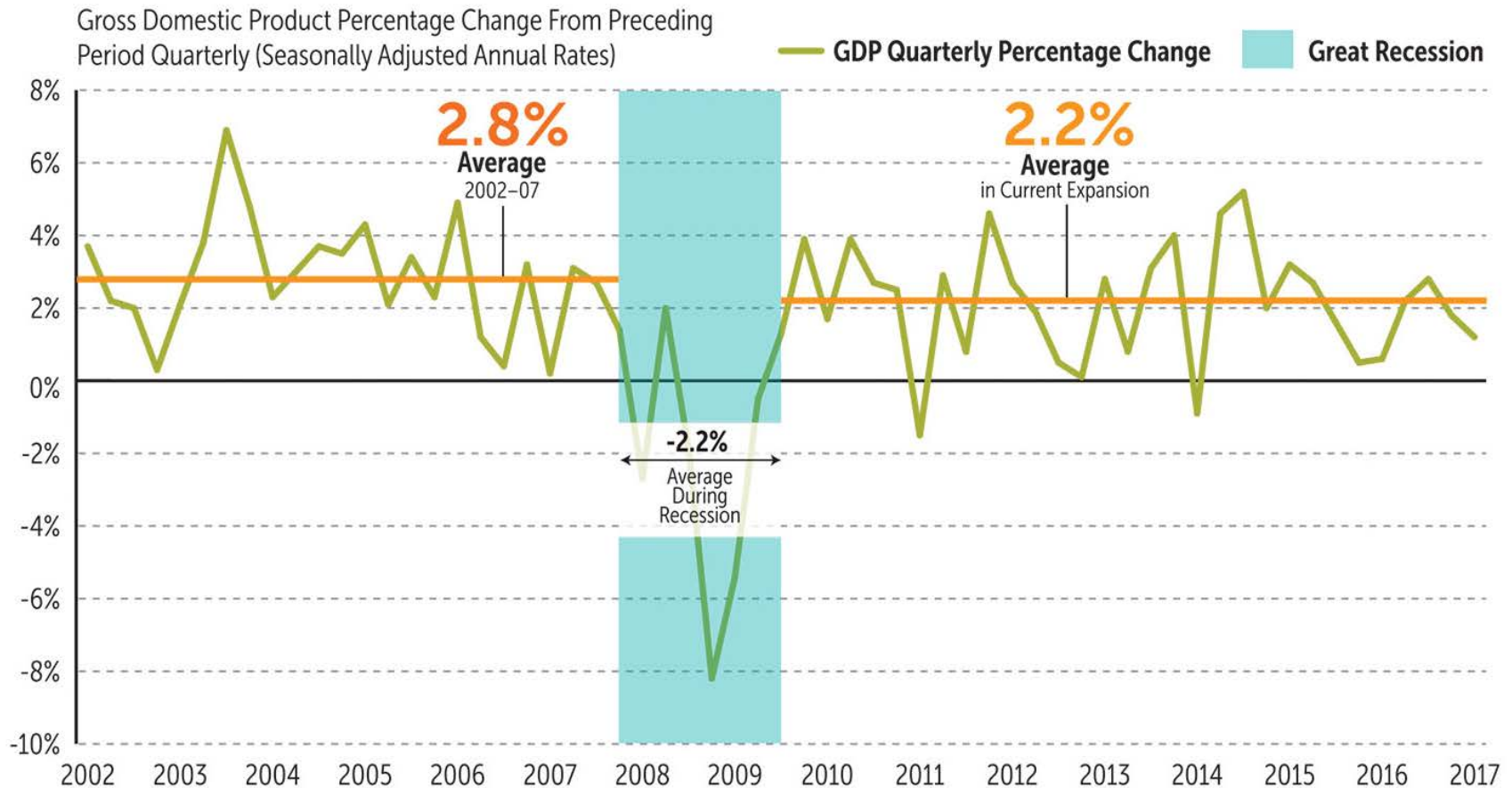
ASA Industry Update

Kelly G. Verberg

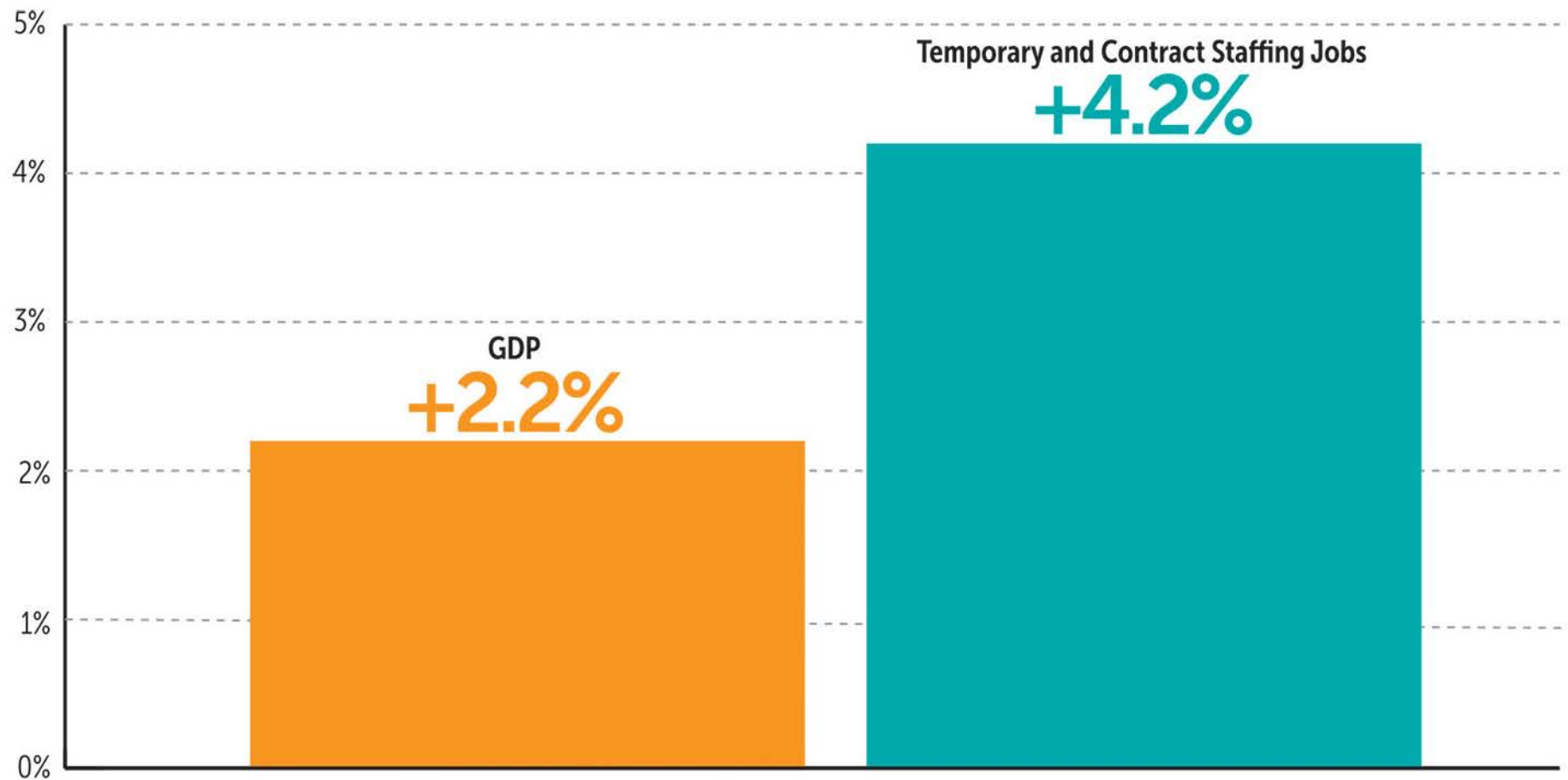
Vice President, Membership and Engagement
American Staffing Association



GDP Growth in Current Expansion Moderate

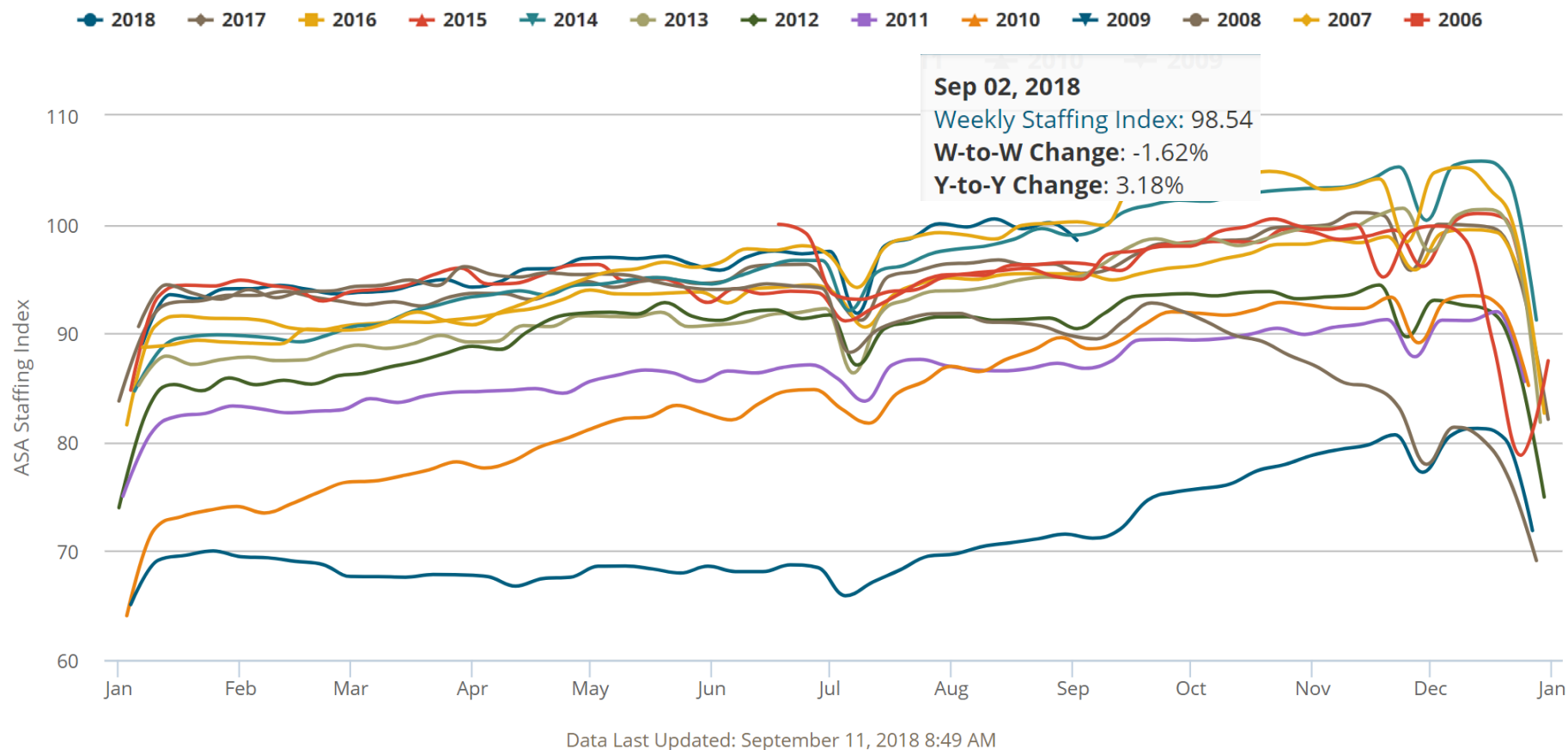


Staffing Growth Surpasses GDP



Source: American Staffing Association, U.S. Bureau of Economic Analysis

Staffing Employment Seasonally Robust



Staffing Sales Up 4% in 2017

Sales (Billions of U.S. Dollars)—Annual Totals for Staffing and Recruiting Industry



The latest
numbers
are in...

There are about
20,000
staffing and recruiting
agencies, operating around
39,000 offices

Staffing
agencies hired
15.5M
people
annually

Annual sales
for the staffing and
recruiting industry
were up
4.4%

Staffing agencies
employed about
3.2M
temporary and
contract workers
weekly

Source: ASA annual data
and U.S. Census Bureau

Staffing Firms Employed 232,500 Workers in Washington

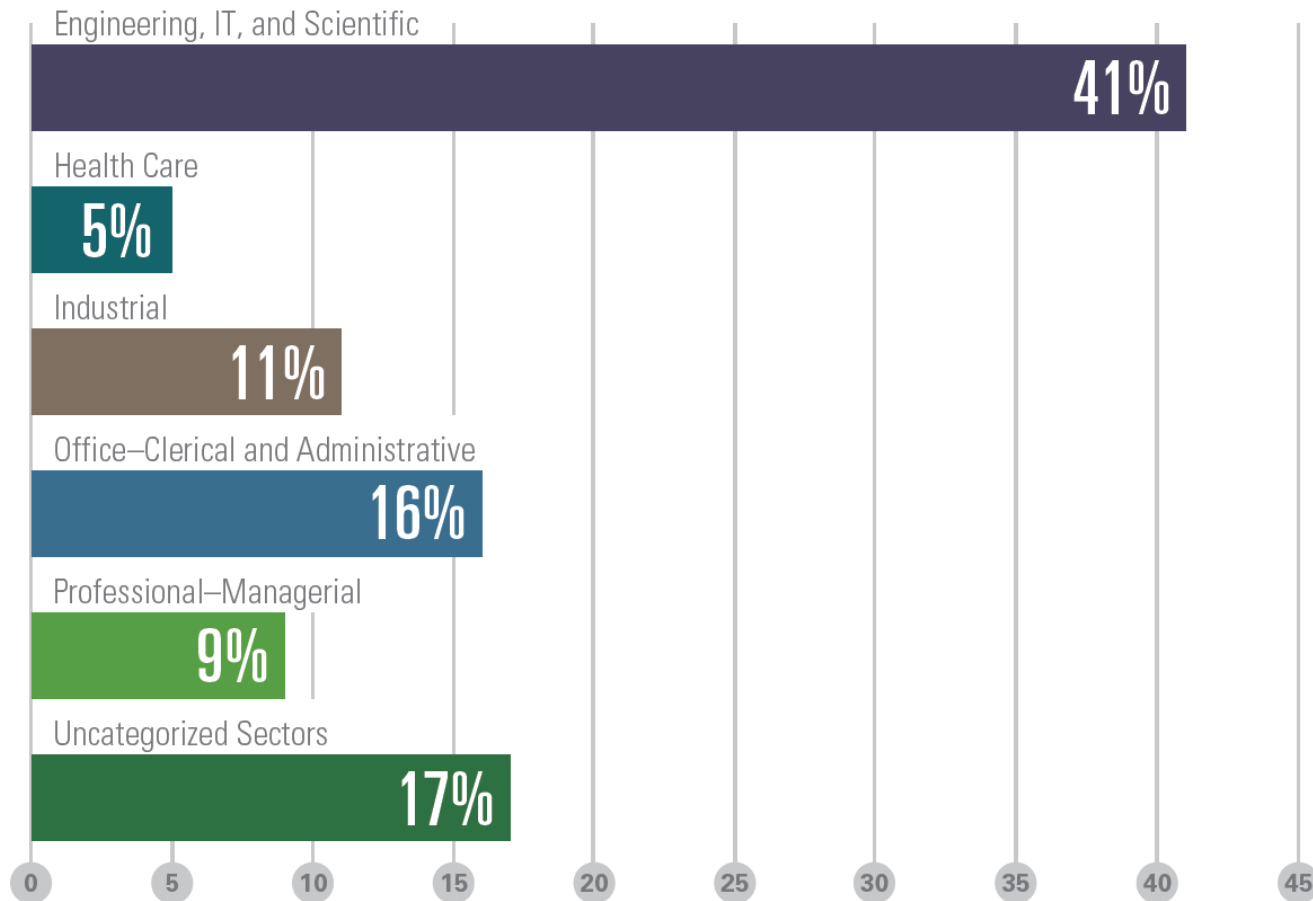


AT A GLANCE: 2017 Washington Staffing Statistics

- Average temporary help workers each week: 47,800
- Annual employment: 232,500
- Average annual earnings per job: \$48,700
- Total annual sales: \$2.6 billion
- Estimated number of offices: 780

Sources: Economic Modeling Specialists Intl. (EMSI), U.S. Census Bureau, and the American Staffing Association.

Washington Temporary Help Sales by Sector




Note: Due to rounding, percentages may not add up to 100%.

Sources: U.S. Census Bureau, and the American Staffing Association.

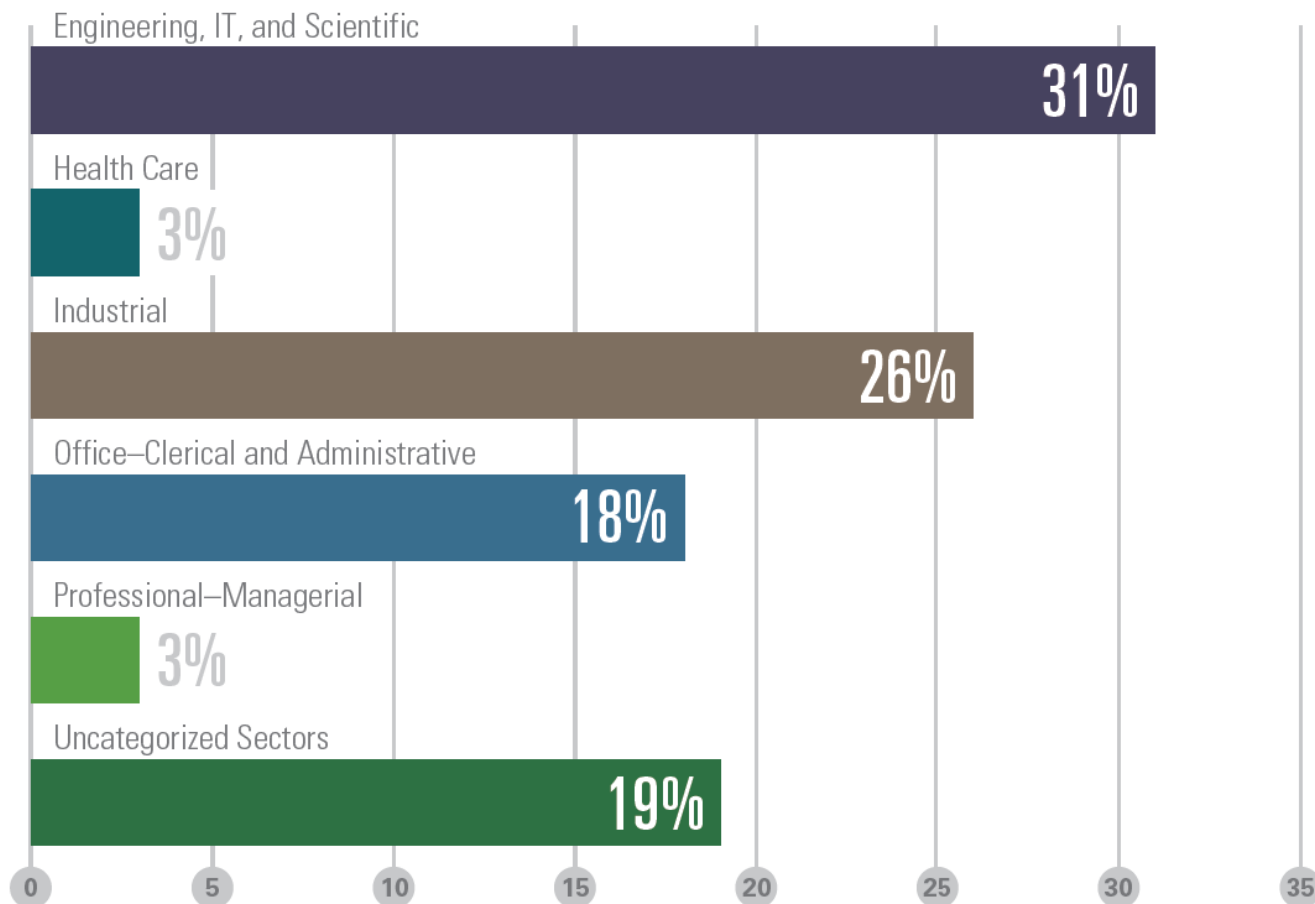
Staffing Firms Employed 157,400 Workers in Oregon

AT A GLANCE: 2017 Oregon Staffing Statistics

- 
- Average temporary help workers each week: 32,400
 - Annual employment: 157,400
 - Average annual earnings per job: \$40,200
 - Total annual sales: \$1.2 billion
 - Estimated number of offices: 500

Sources: Economic Modeling Specialists Intl. (EMSI), U.S. Census Bureau, and the American Staffing Association.

Oregon Temporary Help Sales by Sector



Note: Due to rounding, percentages may not add up to 100%.

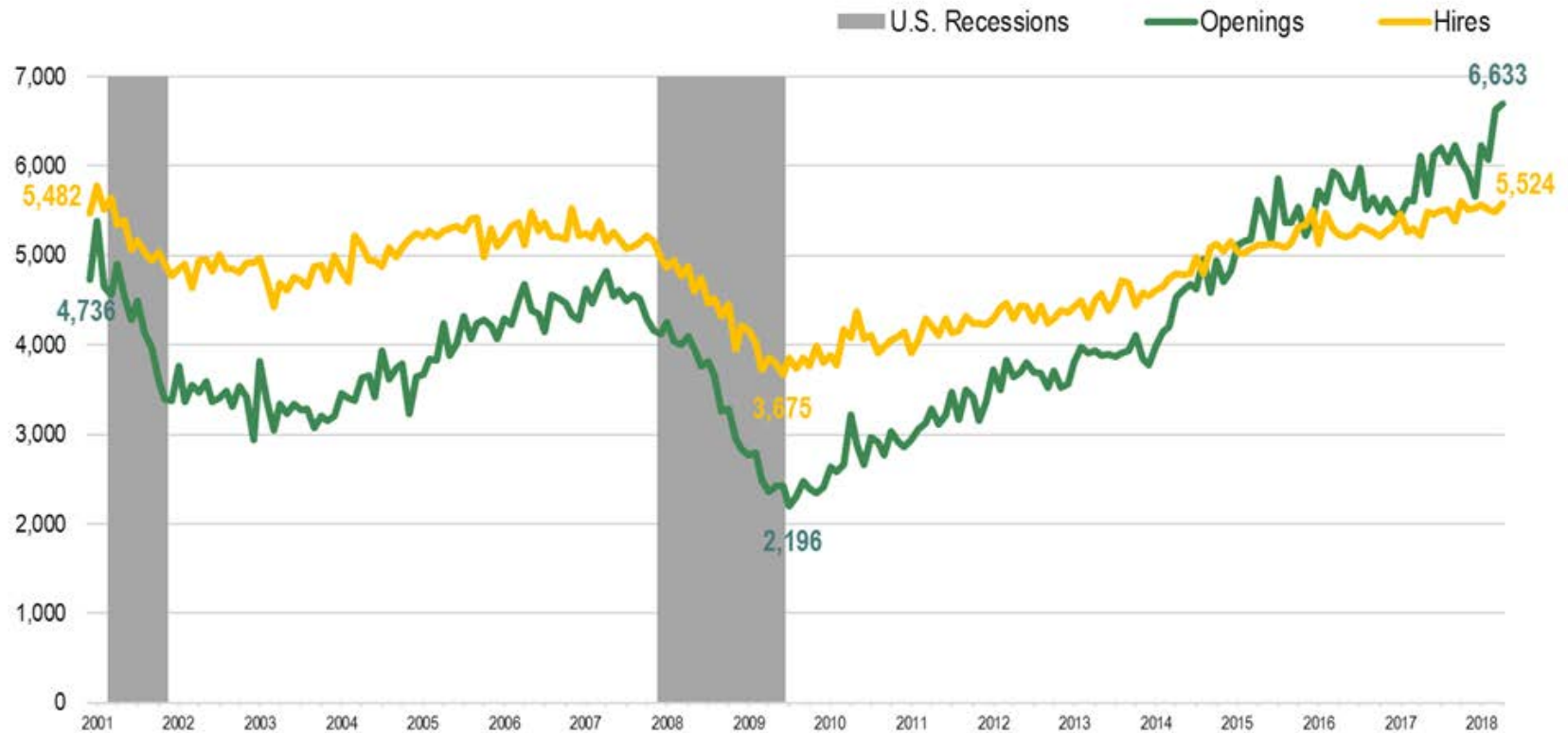
Sources: U.S. Census Bureau, and the American Staffing Association.

Top Five Job-Growth Sectors Through 2026

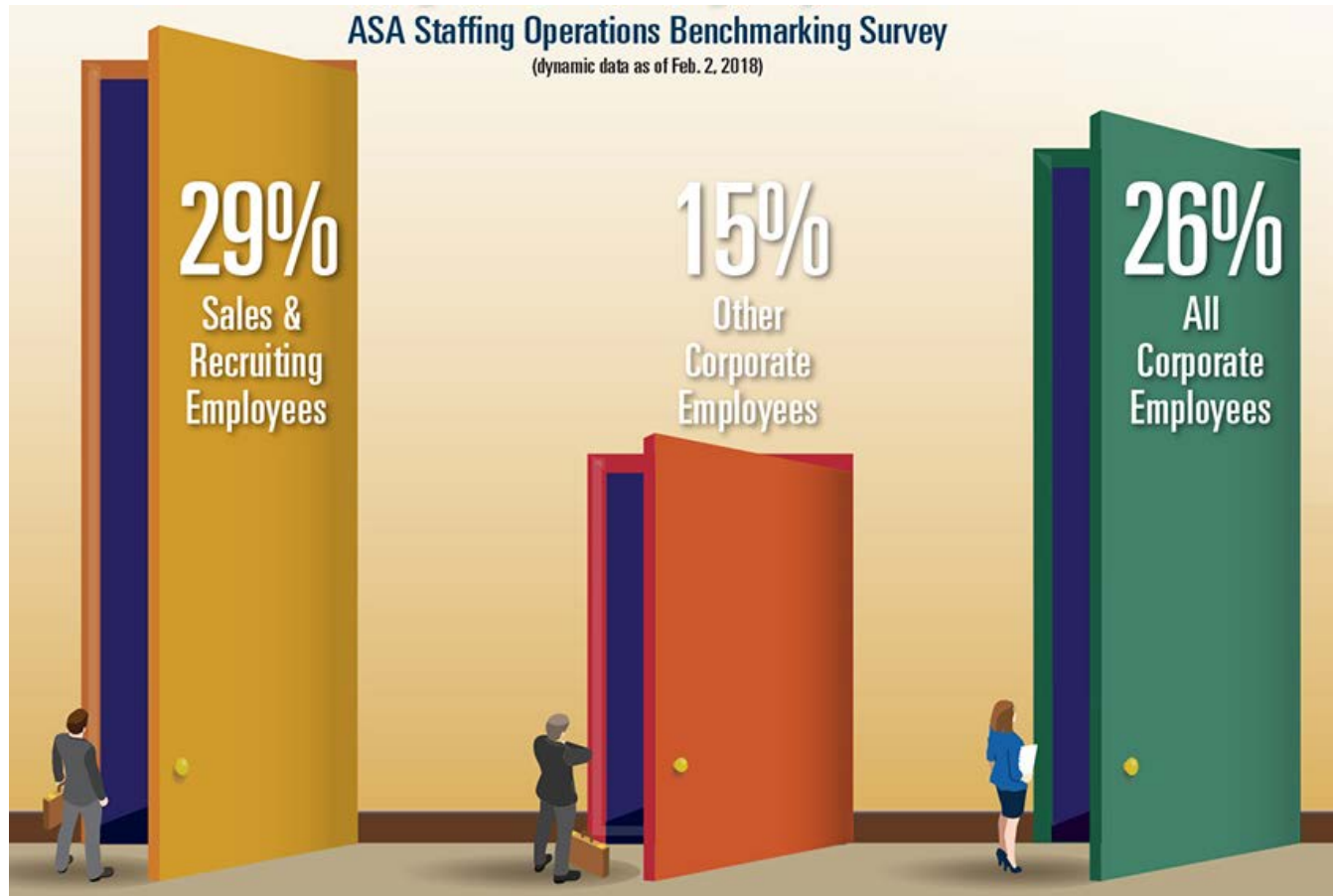
Growing Sectors	Projected 2026 Jobs ('000s)	Contributing Growth Factors
Health care and social assistance	23,054.6	Aging population, longer life expectancies, and growing rates of chronic conditions
Professional and business services (including employment services)	22,295.3	Increasing demand for staffing services
State and local government	20,216.6	Enrollment rate increases in postsecondary education
Leisure and hospitality	16,939.4	Increasing use of technology
Retail trade	16,232.7	Online shopping and self-checkout

Gap Between Job Openings and Hires Widens

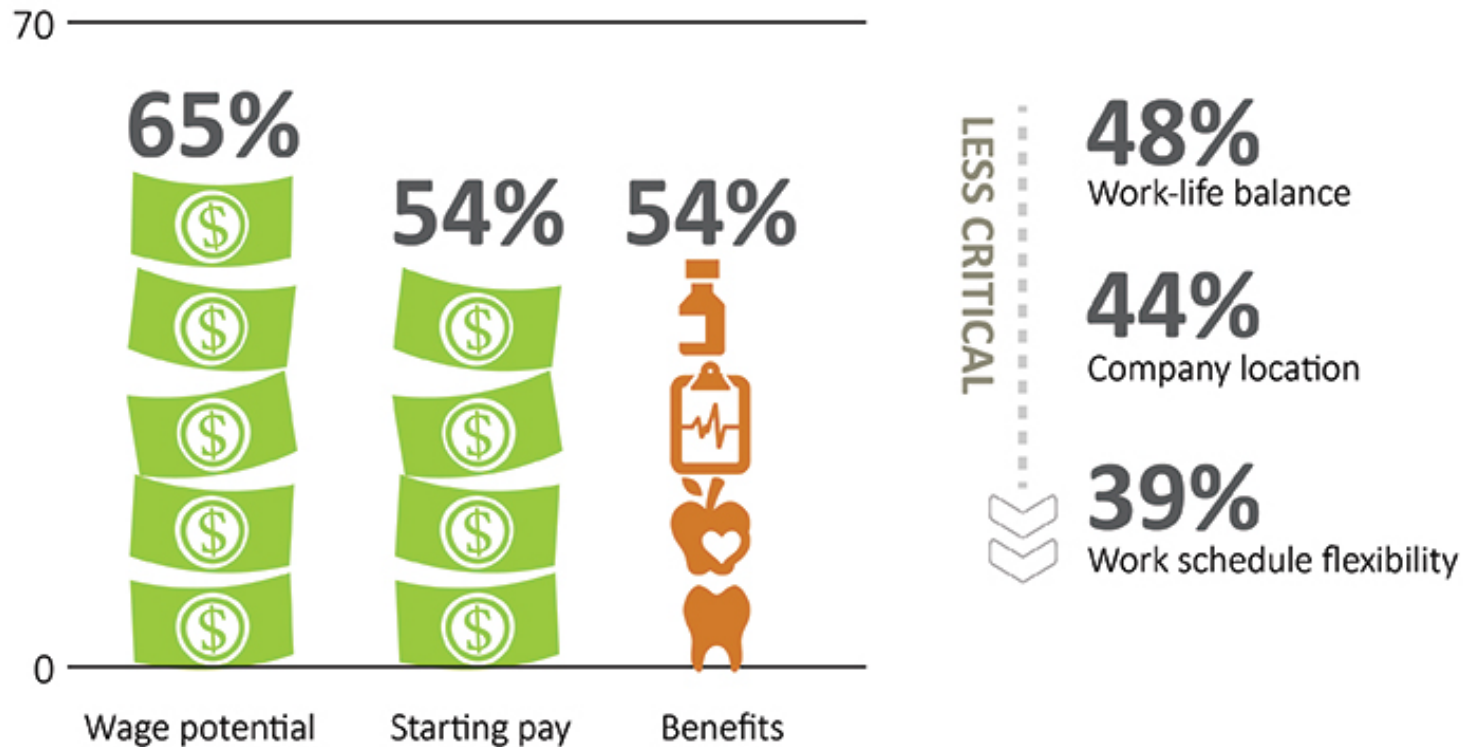
Job Openings and Hires (Total Nonfarm in Thousands)



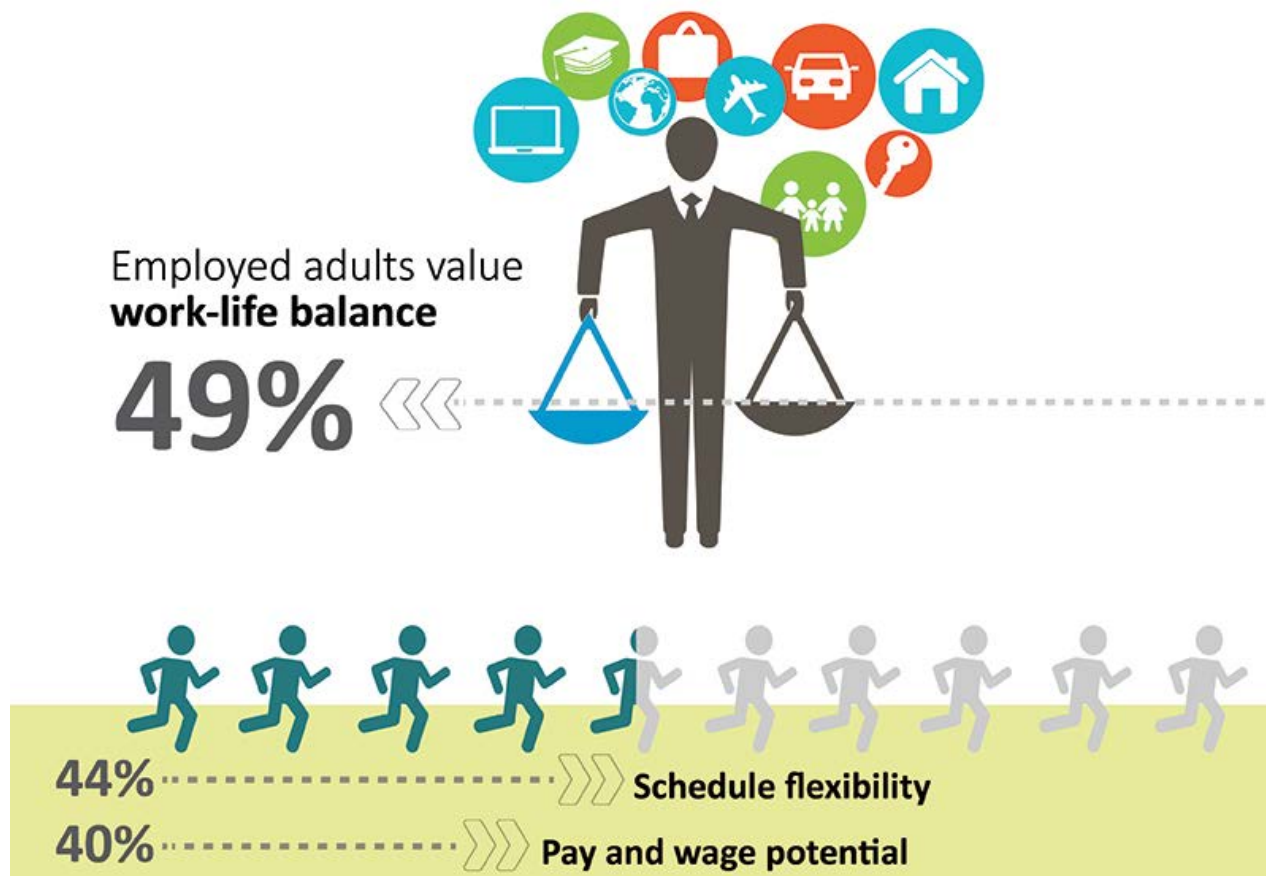
What's Your Internal Employee Turnover?



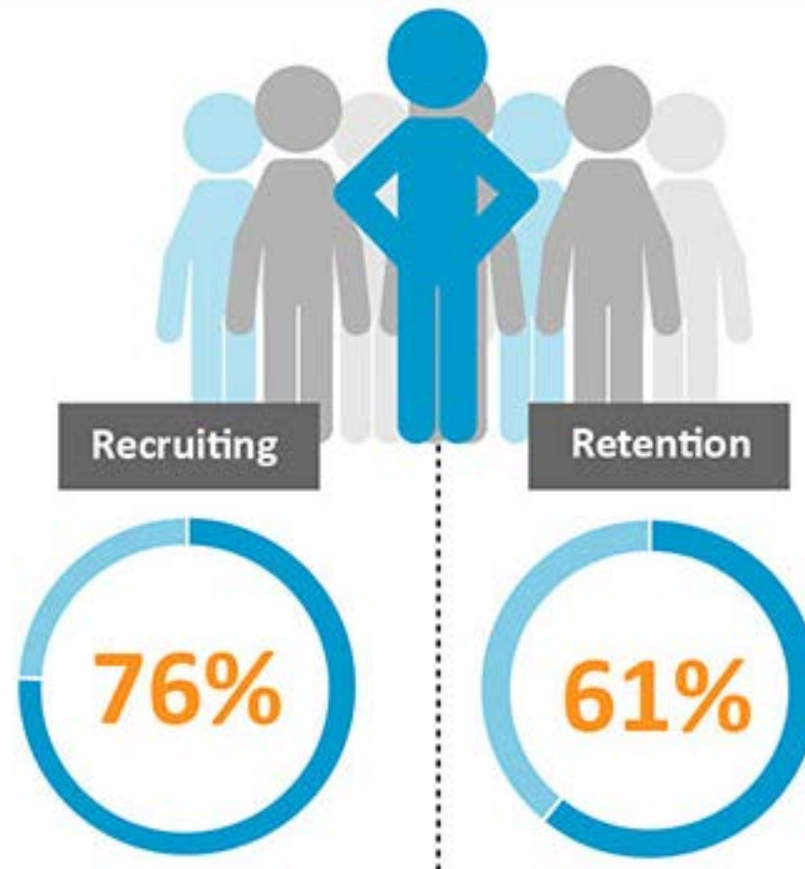
Compensation Most Important In Recruiting



Quality of Life Drives Retention



Training Supports Recruitment and Retention Efforts



Training Key to Workforce Reengagement

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.



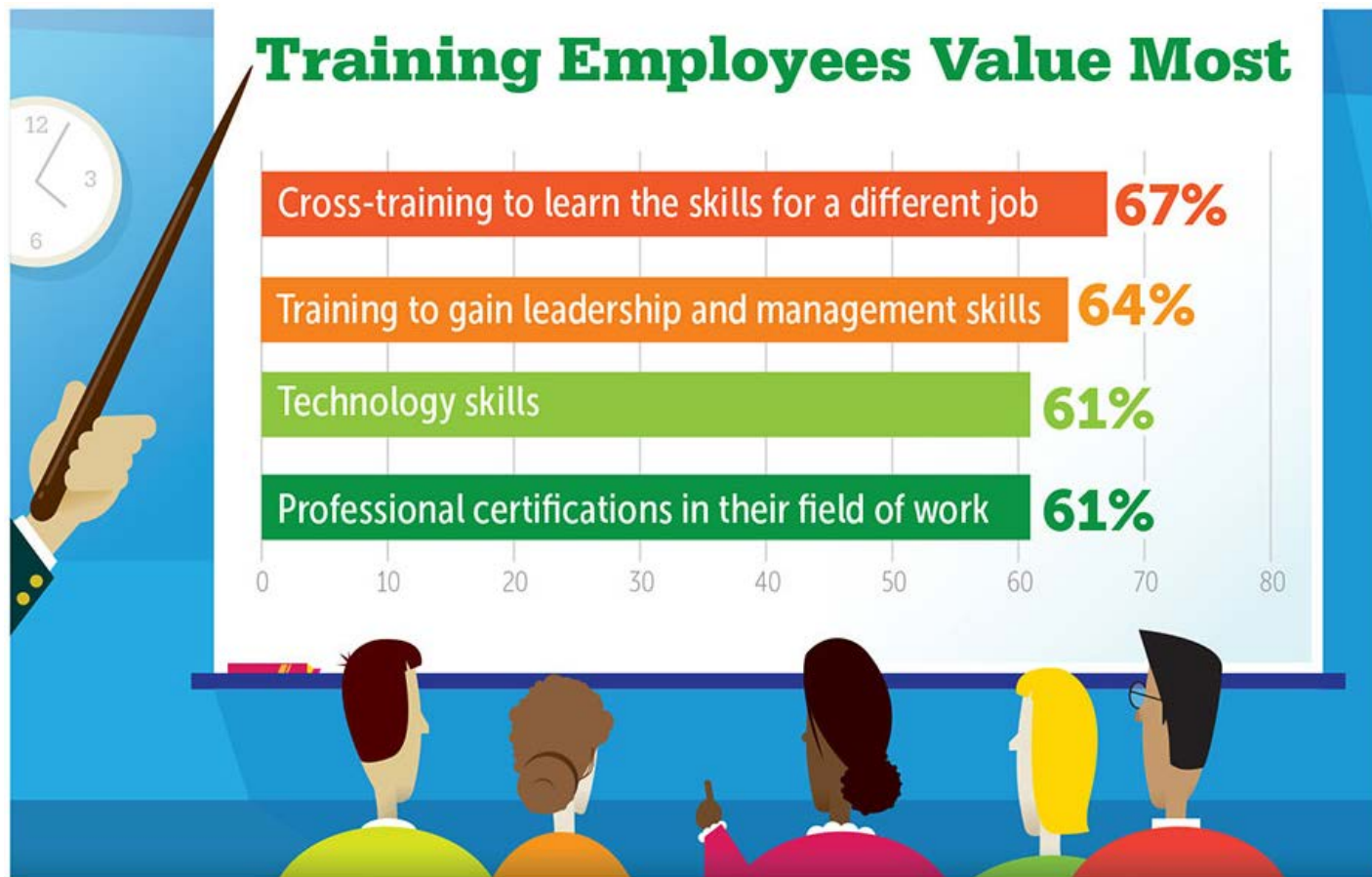
73%

Unemployed and
Not Looking

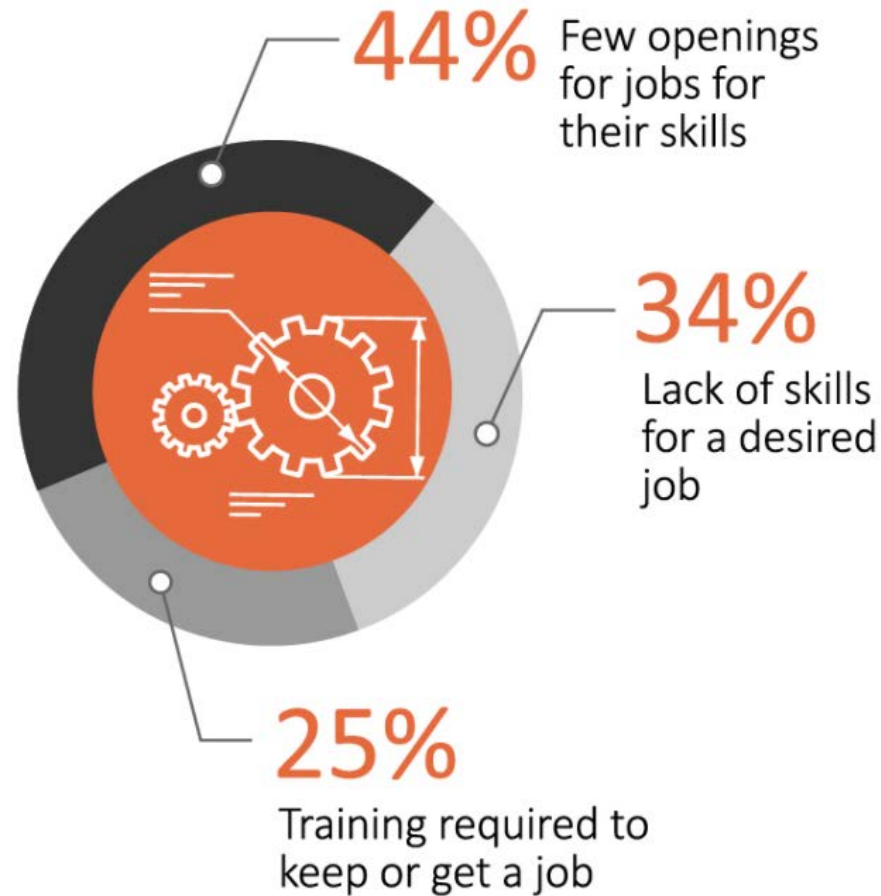
88%

Unemployed and
Looking for Work

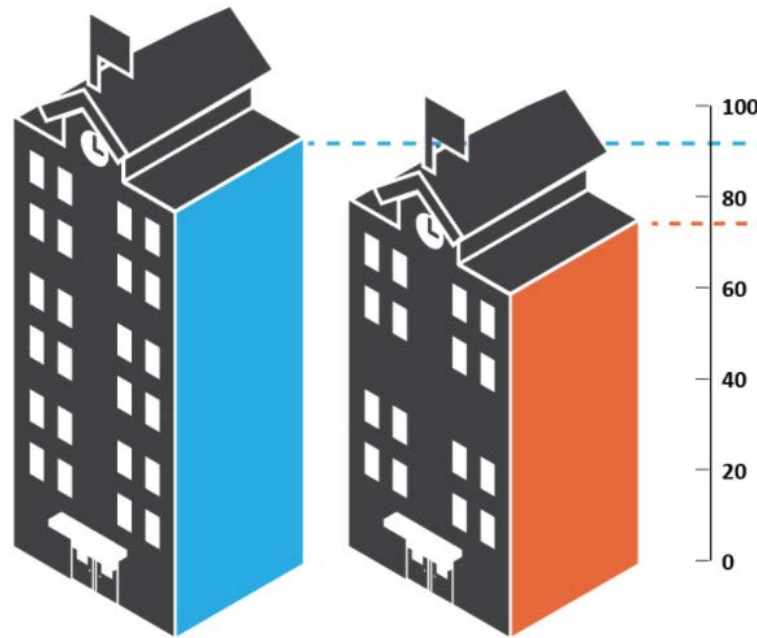
What Type of Training Should You Provide?



Skills Gap = Negative Effect



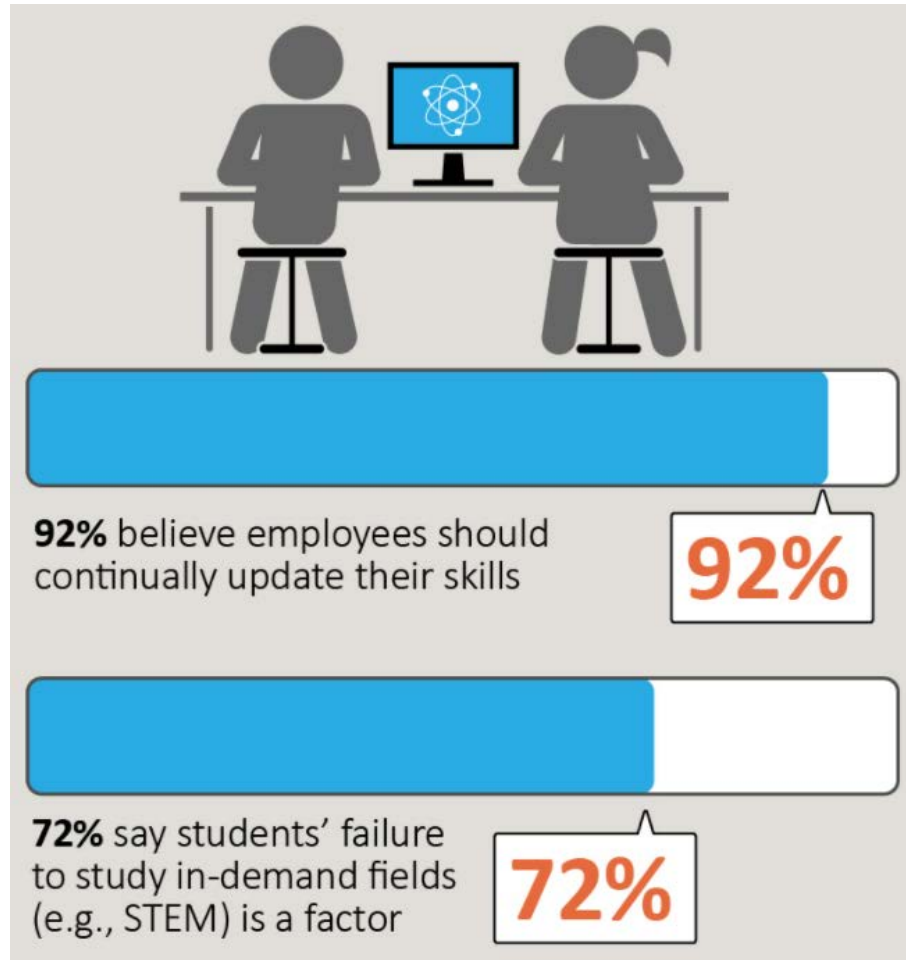
Schools Need to Catch Up



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 a Top Factor



Employers Miss The Mark

About six out of 10 Americans cite employer shortcomings as responsible for skills gap.



Nine in 10 say employers should do more to train their workers.

Failing to provide training



Not offering apprenticeship programs



Not communicating expectations to employees



Unrealistic expectations of job candidates' skills

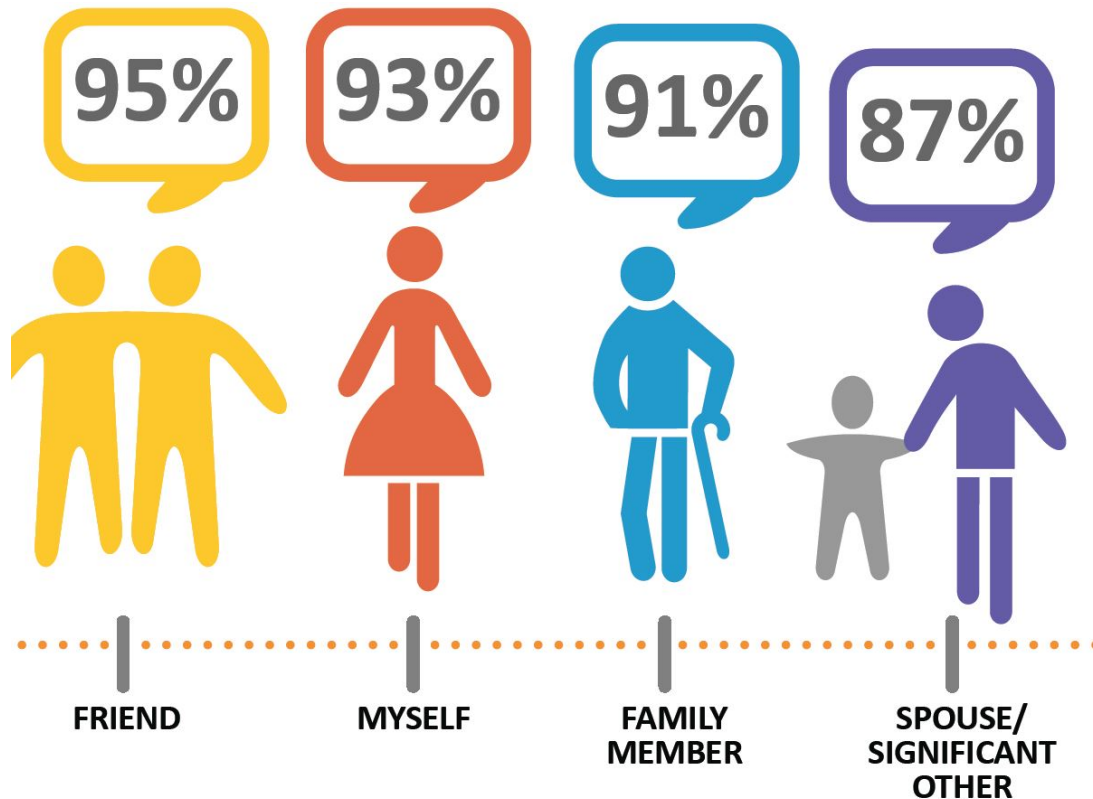


DOL Apprenticeship Expansion Task Force

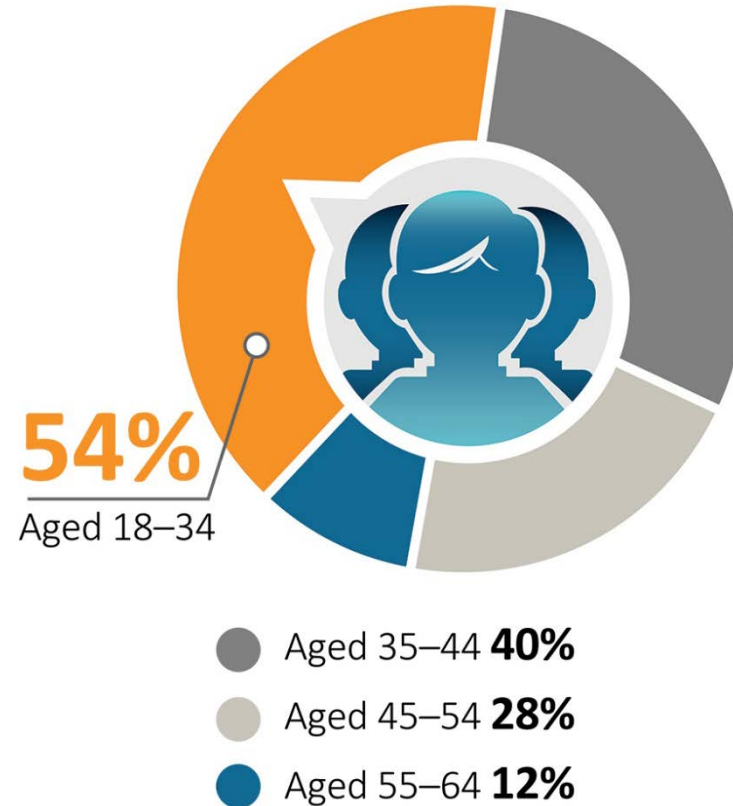
- Executive Order, “Expanding Apprenticeship Programs in America”
- Mission: To identify strategies and proposals to promote apprenticeships, especially in sectors where apprenticeship programs are insufficient.
- Staffing industry/ASA representation on task force and two subcommittees
 - Access, Equity, and Promoting Apprenticeship
 - Engaging and Attracting Businesses to Apprenticeship



Positive Effect on Careers



Millennial Magnet



2018 ASA Initiatives—The New Language of Staffing

- **Download** graphics and message points to communicate your company's value to job seekers
- **Order** the handbook online in the ASA store—*americanstaffing.net/store*
- **Participate** in an online course to learn more about the messages that resonate with job seekers

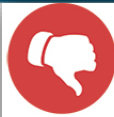


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americanstaffing.net/new-language



2018 ASA Initiatives—The New Language of Staffing



LANGUAGE TO LOSE

	DON'T SAY...	BECAUSE THEY HEAR...
language that's future-focused ("bridge")	✗ A stepping stone to the job you really want	<i>This is an empty promise. There's no guarantee.</i>
	✗ A bridge to a permanent job	
	✗ An opportunity to gain experience	<i>But I need to be employed RIGHT now.</i>
	✗ A chance to get on the career ladder	<i>Sounds like I've never had a job before.</i>
	✗ More hireable or employable	<i>That makes it sound like I'm not good enough today.</i>
language that's about flexibility	✗ Choose when, where, and how you work	<i>That isn't realistic.</i>
	✗ Consultant	<i>That's not me.</i>
	✗ Freelancer	
language that oversells	✗ Benefits like health care, workers' comp	<i>OK, but you're required to do that.</i>
language that emphasizes client benefit	✗ Seasonal labor, extra bandwidth, or expert consultants	<i>This makes me sound disposable.</i>
	✗ Contingent	<i>I'm paid contingent on performance.</i>
	✗ Companies can "try before they buy"	<i>That makes me sound like a commodity.</i>
	✗ Smooth the ups and downs	


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2018 ASA Initiatives—The New Language of Staffing

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The New Language of Staffing


This ground-breaking industry research, exclusively for ASA staffing professional members, focuses on a top up-at-night issue identified by staffing and recruiting companies—growing the talent pipeline. ASA thanks [Maximus](#) for its support of the New Language of Staffing initiative.



Empower Your Company, Grow Your Talent Pool

The New Language of Staffing details the job seeker mindset and pain points, the industry's value proposition to job seekers, a new lexicon for communicating with job seekers, and more. Purchase copies of the handbook—available to ASA member staffing professionals at the lowest price. Thanks to [Maximus](#) for its support.

[Purchase the handbook](#)



Free Online Course for ASA Members

ASA has debuted a new online course dedicated to the New Language of Staffing research and resulting strategies. The course—exclusively for staffing professionals who are members of ASA—features video modules, online quizzes, and more. ASA-certified professionals who complete the course earn .5 hours of CE.

[Take the course \(Members Only\)](#)

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- Sept. 24-30, 2018
- Logos, sample news release and journalist email, social media posts, and celebration ideas help your staffing firm honor your temporary and contract employees
- 2019 National Staffing Employee of the Year and All-Stars announced on Sept. 24



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?

