ASA Connecticut Staffing Symposium

Wi-Fi Network: Marriott-Meeting

Password: asa123
Welcome

Erik Heller
Senior Vice President and Chief Operating Officer
J. Morrissey & Co.
Chairman, ASA Connecticut 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 Connecticut Council Leaders

- Paul DiResto, Adecco Staffing
- Erik Heller, J. Morrissey & Company Inc.
- Earle L. Lerner, Stewart Staffing Solutions & Recruitment Group LLC
- Greg Manzotti, JobPro Staffing Services
Thank You

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ASA Industry Update

Kelly G. Verberg
Vice President, Membership and Engagement
American Staffing Association
Staffing Industry Overview

The latest numbers are in...

- There are about **20,000** staffing and recruiting agencies, operating around **39,000 offices**
- Staffing agencies employed about **3.2M** temporary and contract workers weekly
- Staffing agencies hired **15.5M** people annually
- Annual sales for the staffing and recruiting industry were up **4.4%**

Source: ASA annual data and U.S. Census Bureau
Get an Industry Overview

Data about the U.S. staffing and recruiting industry, where it’s headed, and how to make the most of the business intelligence.
FASTEST-GROWING OCCUPATIONAL GROUPS

TOP JOB CATEGORIES WITH THE HIGHEST GROWTH RATES 2016–26

<table>
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<th>Job Category</th>
<th>Projected Job Growth (Percentage)</th>
</tr>
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<tbody>
<tr>
<td>Health care support occupations</td>
<td>23.6%</td>
</tr>
<tr>
<td>Personal care and service occupations</td>
<td>19.1%</td>
</tr>
<tr>
<td>Health care practitioners and technical occupations</td>
<td>15.3%</td>
</tr>
<tr>
<td>Community and social service occupations</td>
<td>14.5%</td>
</tr>
<tr>
<td>Computer and mathematical occupations</td>
<td>13.7%</td>
</tr>
<tr>
<td>Construction and extraction occupations</td>
<td>11%</td>
</tr>
<tr>
<td>Total, all occupations</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Labor Statistics

TRENDS: Health care, computer, and construction are expected to top the list of growing occupational groups between 2016 and 2026, according to the U.S. Bureau of Labor Statistics. Health care and related jobs account for 16 of the 30 fastest-growing occupations from 2016 to 2026 and are projected to increase 23.6%. Increased use of mobile devices, and the addition of software in home appliances and medical devices, will create demand for software developers and related computer jobs (+13.7%), and the expected increase in energy prices will drive employment growth for associated occupations in construction and extraction (+11.0%).

TAKE-AWAYS: There will be an abundance of temporary, contract, and permanent employment opportunities for job seekers in the coming years, even with anticipated shifts in population demographics and the occupational mix of staffing employment, as health care expands and the use of technology increases. Get more details on BLS employment projections in the article “How Will Employment Trends Affect Your Staffing Business?” in the March–April 2018 issue of Staffing Success.

NOTES
Staffing Statistics by State

Staffing Firms Employed 145,700 Workers in Connecticut

AT A GLANCE: 2017 Connecticut Staffing Statistics

- Average temporary help workers each week: 30,000
- Annual employment: 145,700
- Average annual earnings per job: $44,900
- Total annual sales: $1.3 billion
- Estimated number of offices: 470

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

americanstaffing.net/state-fact-sheets
Connecticut Temporary Help Sales by Sector

- Engineering, IT, and Scientific: 28%
- Health Care: 10%
- Industrial: 20%
- Office–Clerical and Administrative: 19%
- Professional–Managerial: 5%
- Uncategorized Sectors: 17%

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

Source: U.S. Census Bureau, American Staffing Association
Staffing Firms Employed
41,200 Workers in Rhode Island

AT A GLANCE: 2017 Rhode Island Staffing Statistics

- Average temporary help workers each week: 8,500
- Annual employment: 41,200
- Average annual earnings per job: $37,900
- Total annual sales: $280.2 million
- Estimated number of offices: 120

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

americanstaffing.net/state-fact-sheets
Rhode Island Temporary Help Sales by Sector

- Engineering, IT, and Scientific: 16%
- Health Care: 8%
- Industrial: 33%
- Office—Clerical and Administrative: 9%
- Professional—Managerial: 2%
- Uncategorized Sectors: 32%

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

Source: U.S. Census Bureau, American Staffing Association

americanstaffing.net/state-fact-sheets
Gap Between Job Openings and Hires Widens
Recruiting & Retention

What’s Your Internal Employee Turnover?

ASA Staffing Operations Benchmarking Survey
(dynamic data as of Feb. 2, 2018)

29% Sales & Recruiting Employees
15% Other Corporate Employees
26% All Corporate Employees

americanstaffing.net/operations
Recruiting & Retention

Compensation Most Important In Recruiting

65% Wage potential
54% Starting pay
54% Benefits

48% Work-life balance
44% Company location
39% Work schedule flexibility
Recruiting & Retention

Quality of Life Drives Retention

Employed adults value work-life balance

49%

44% Schedule flexibility

40% Pay and wage potential
Training Supports Recruitment and Retention Efforts

- Recruiting: 76%
- Retention: 61%

americanstaffing.net/asa-workforce-monitor
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
Employers Miss The Mark

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

Failing to provide training 69%
Not offering apprenticeship programs 63%
Not communicating expectations to employees 61%
Unrealistic expectations of job candidates’ skills 58%

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

americanstaffing.net/asa-workforce-monitor
What Type of Training Should You Provide?

**Training Employees Value Most**

- Cross-training to learn the skills for a different job: 67%
- Training to gain leadership and management skills: 64%
- Technology skills: 61%
- Professional certifications in their field of work: 61%
# The New Language of Staffing

**THE NEW LANGUAGE OF STAFFING:**

Handbook for Communicating Your Company’s Value to Job Seekers

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**americanstaffing.net/new-language**
The New Language of Staffing

**Least Appropriate Term**

- Temporary employees: 16%
- Contract employees: 10%
- Temps: 24%
- Staffing employees: 10%
- Employees: 16%
- Contract professionals: 14%
- Contractors: 16%
- Workers: 17%
- Freelancers: 34%
- Contingent workers: 26%
- None of these: 11%

**Most Appropriate Term**

- Temporary employees: 37%
- Contract employees: 34%
- Temps: 33%
- Staffing employees: 26%
- Employees: 22%
- Contract professionals: 19%
- Contractors: 15%
- Workers: 11%
- Freelancers: 8%
- Contingent workers: 7%
- None of these: 5%

*Source: American Staffing Association, Message Testing Survey*
# The New Language of Staffing

**Language to Lose**

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

language that's future-focused ("bridge")

language that's about flexibility

language that oversells

language that emphasizes client benefit

[americanstaffing.net/new-language](http://americanstaffing.net/new-language)
The New Language of Staffing

This ground-breaking industry research, exclusively for ASA staffing professional members, focuses on a top of-the-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.

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.

americ Staffording.net/new-language
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

americanstaffing.net/new-language
Looking Ahead

Be Talent Centric

Talent development—including training, retraining, and upskilling—will become an even more important.
Thank You

Questions?