



American Staffing Association

WELCOME

# ASA Connecticut Staffing Symposium

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# 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

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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







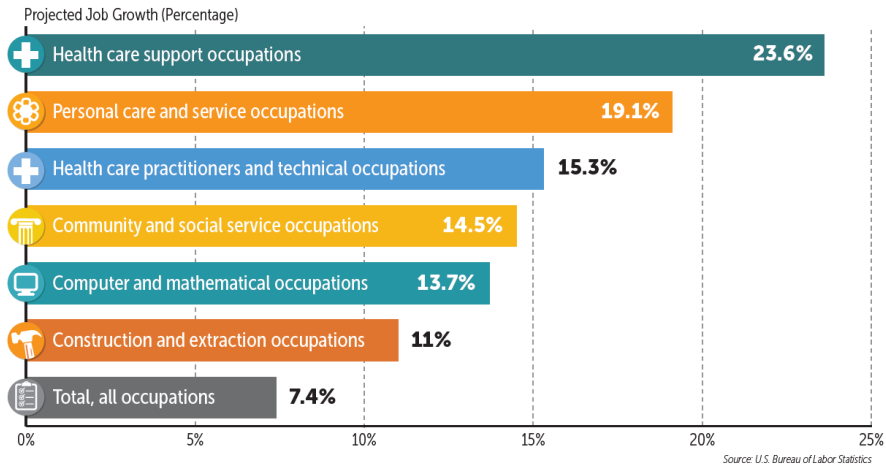
## Get an Industry Overview

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



**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 Firms Employed 145,700 Workers in Connecticut



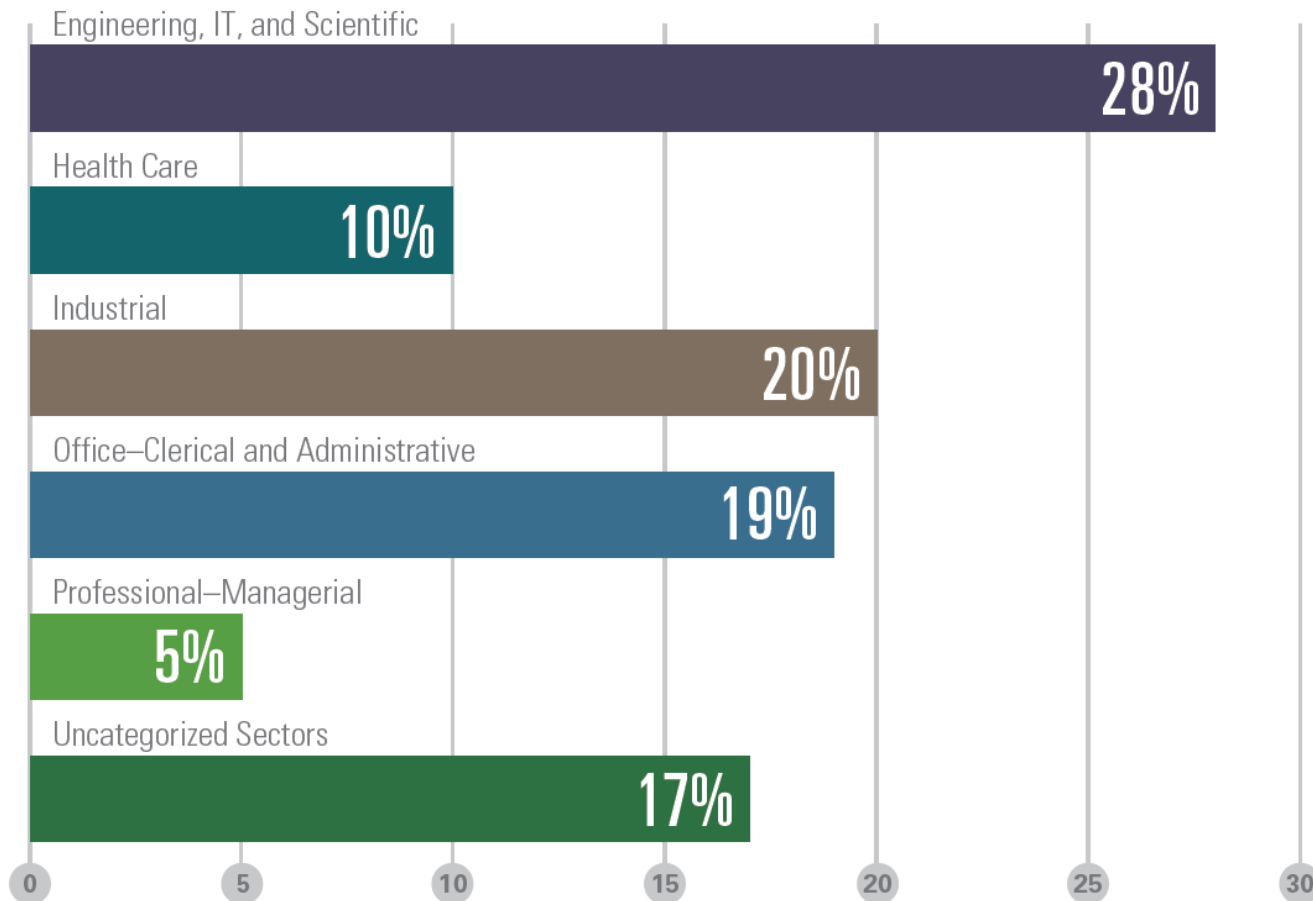
### AT A GLANCE: 2017 Connecticut Staffing Statistics

- 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



## Connecticut Temporary Help Sales by Sector



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



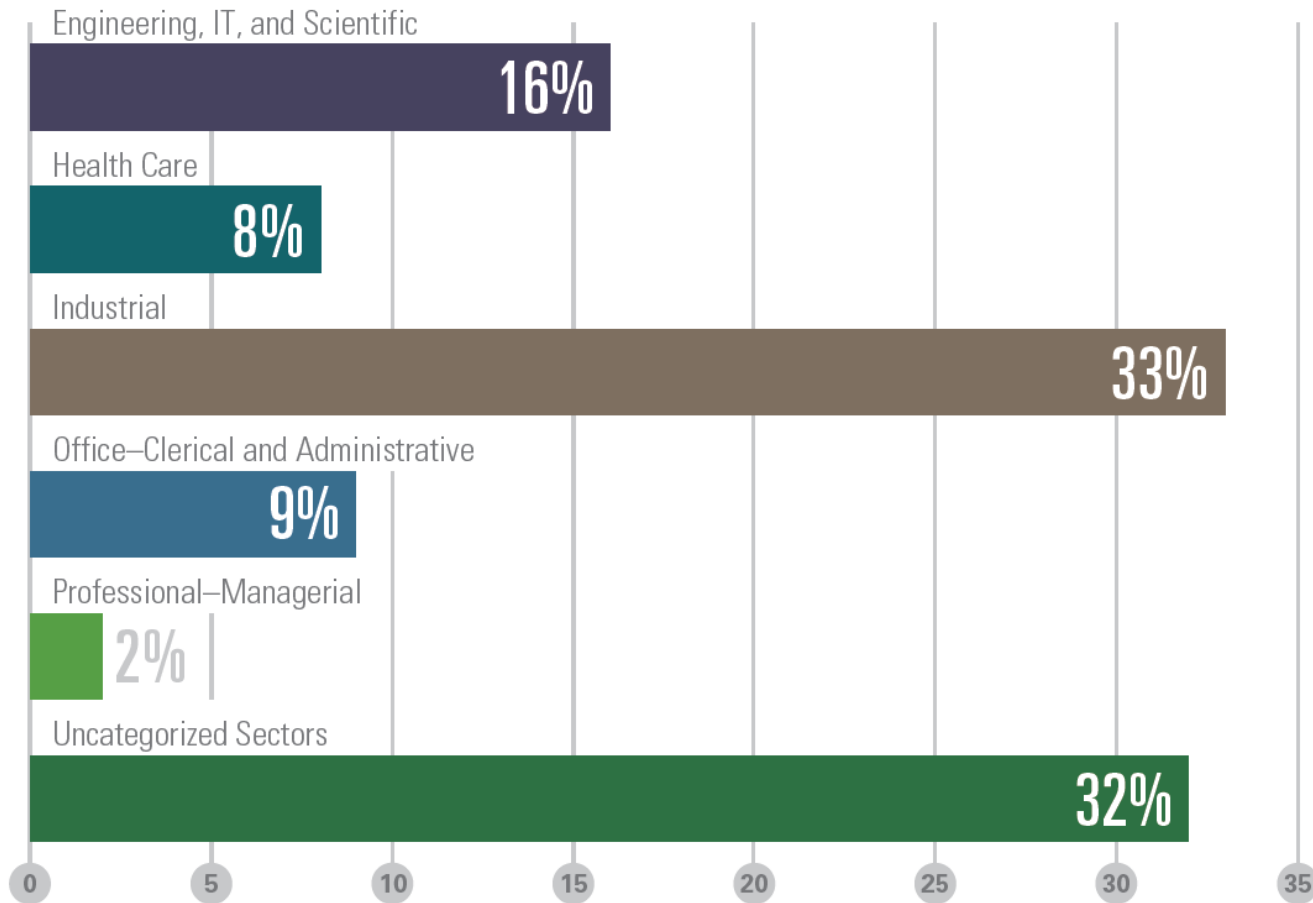
### AT A GLANCE: 2017 Rhode Island Staffing Statistics

- 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



## Rhode Island Temporary Help Sales by Sector

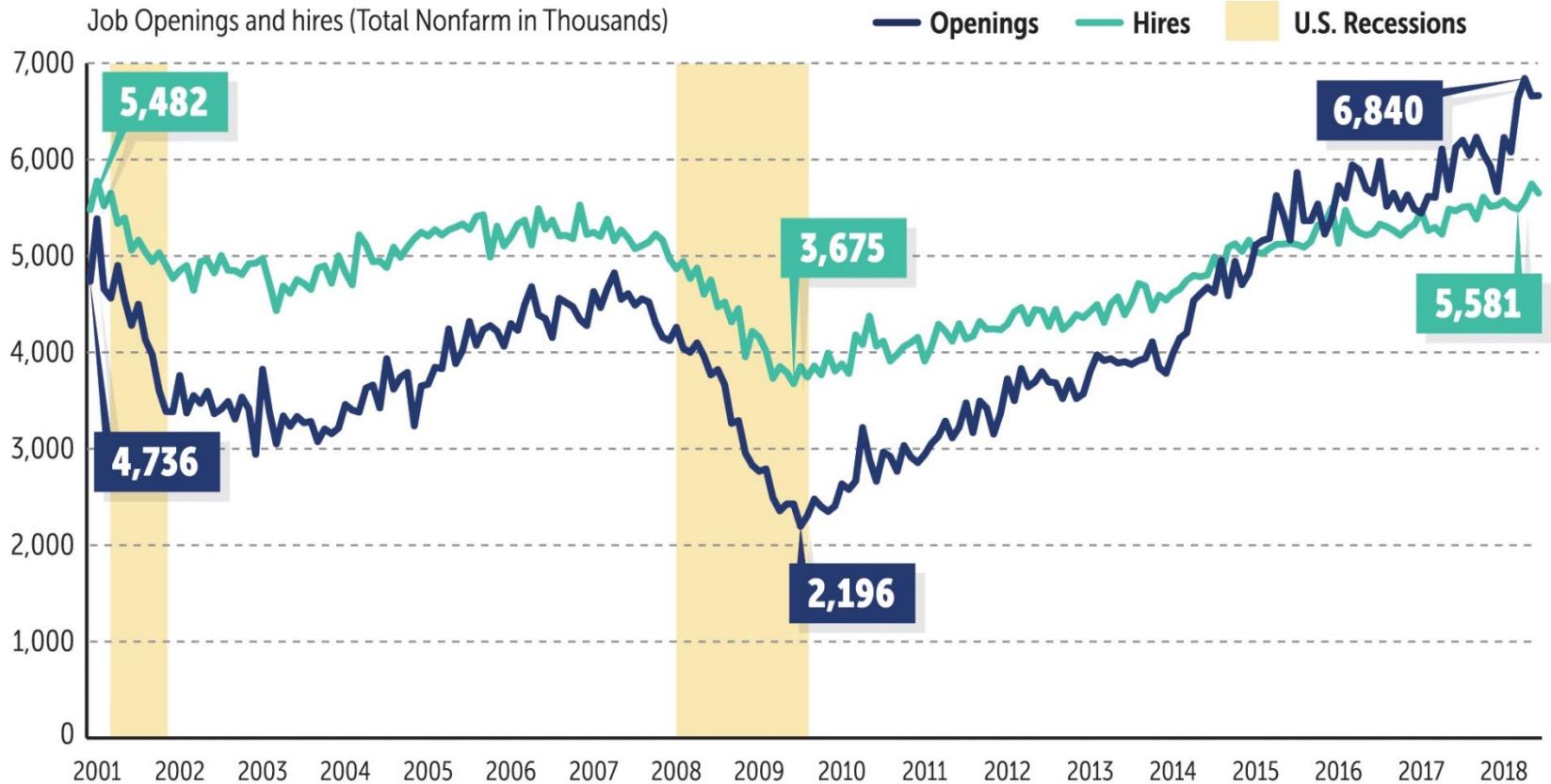


Note: Due to rounding, percentages may not add up to 100%.

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



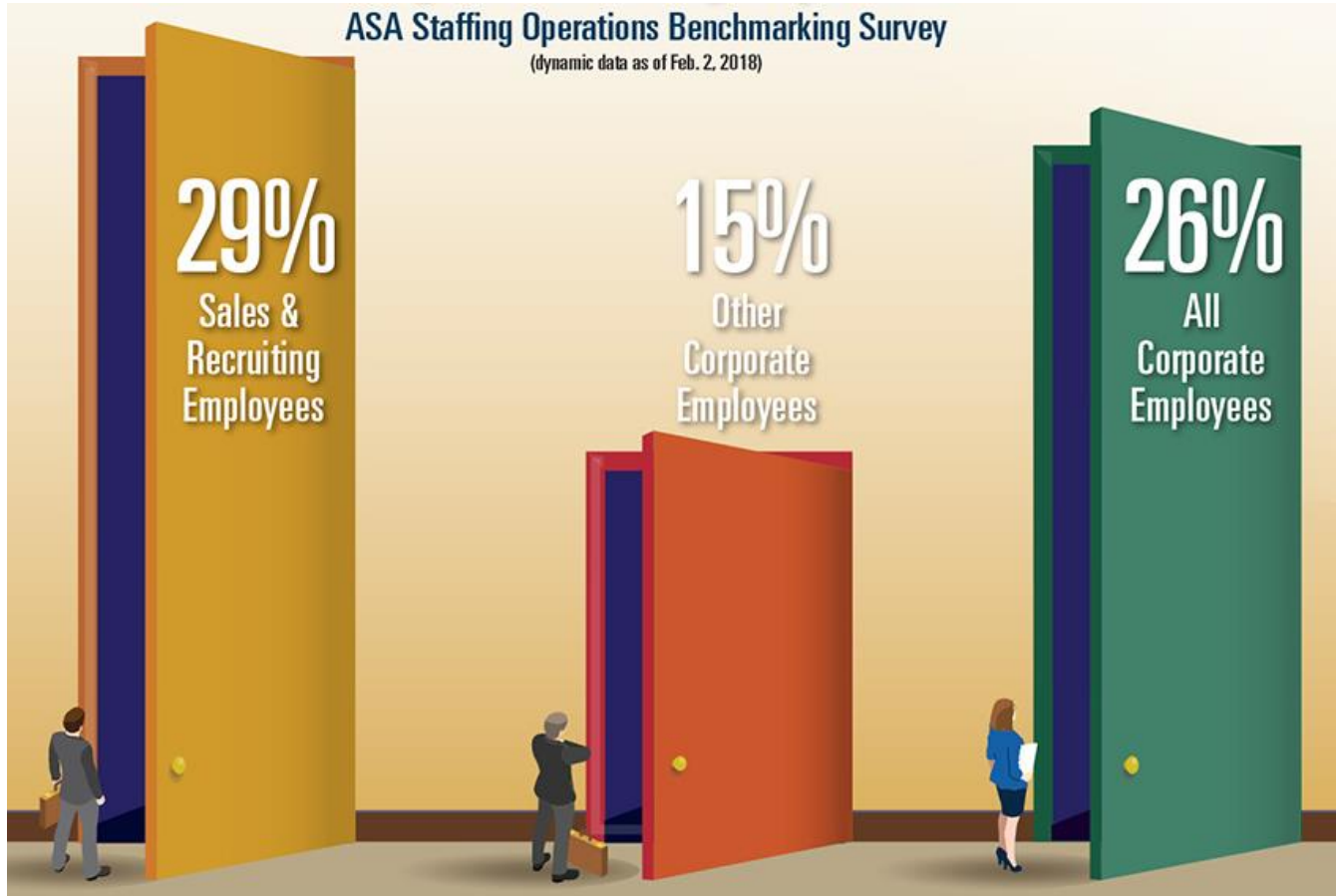
## Gap Between Job Openings and Hires Widens



Source: U.S. Bureau of Labor Statistics

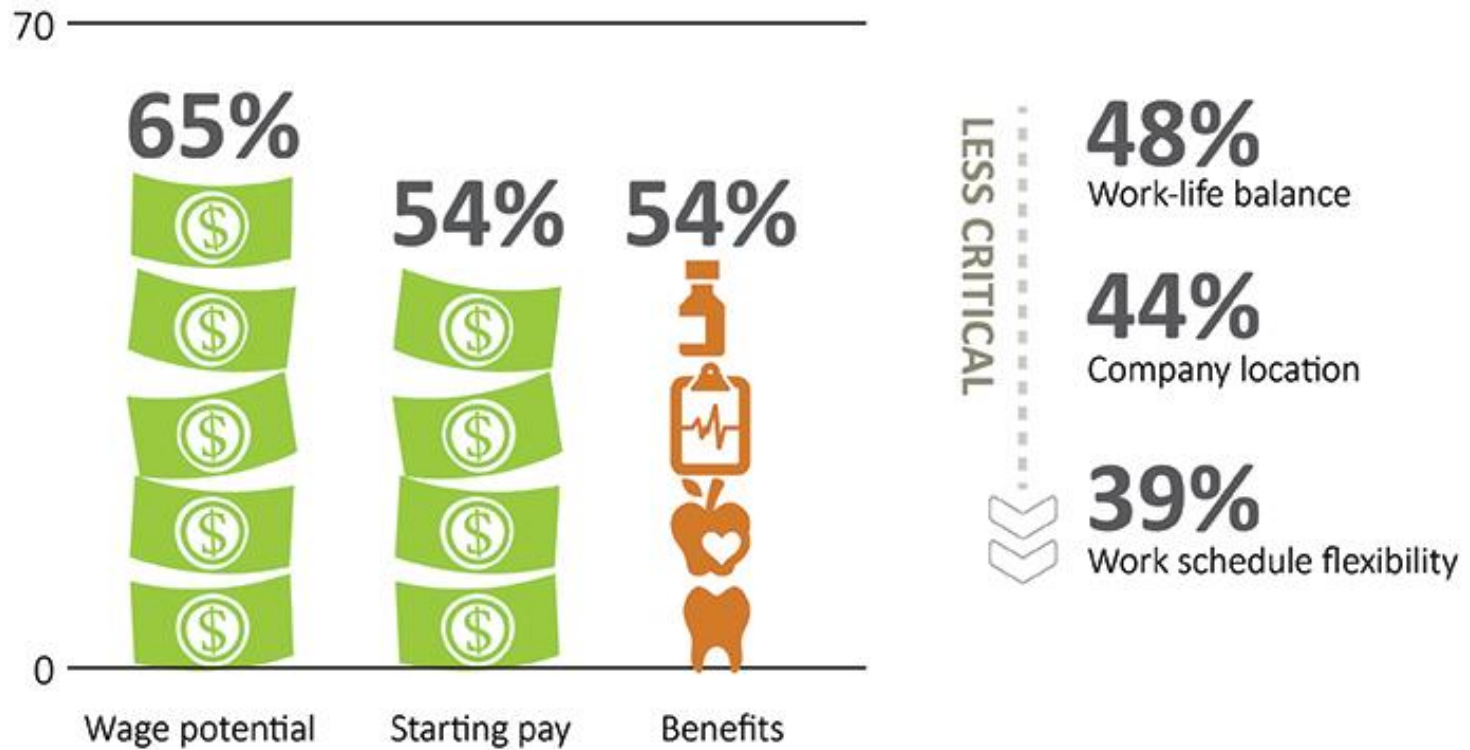


## What's Your Internal Employee Turnover?

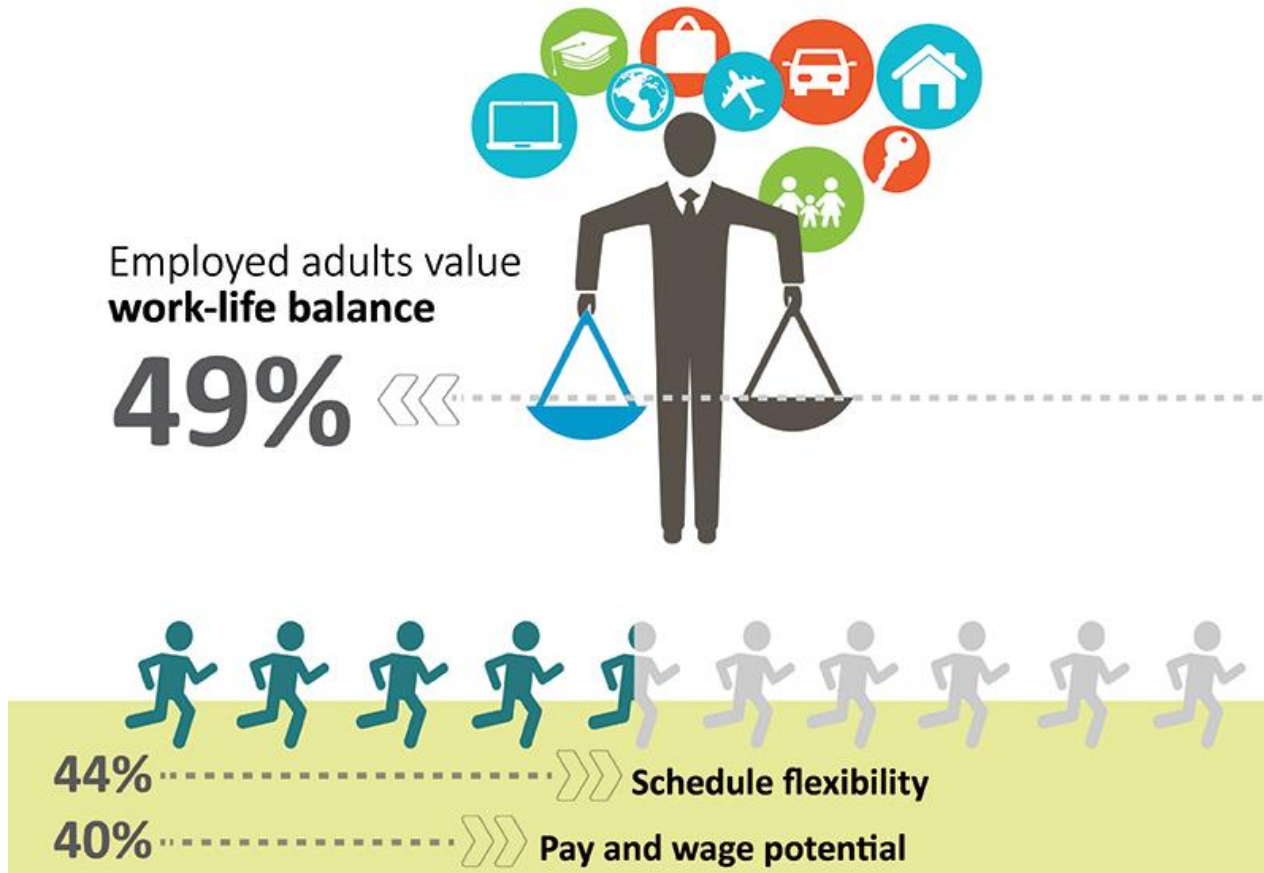




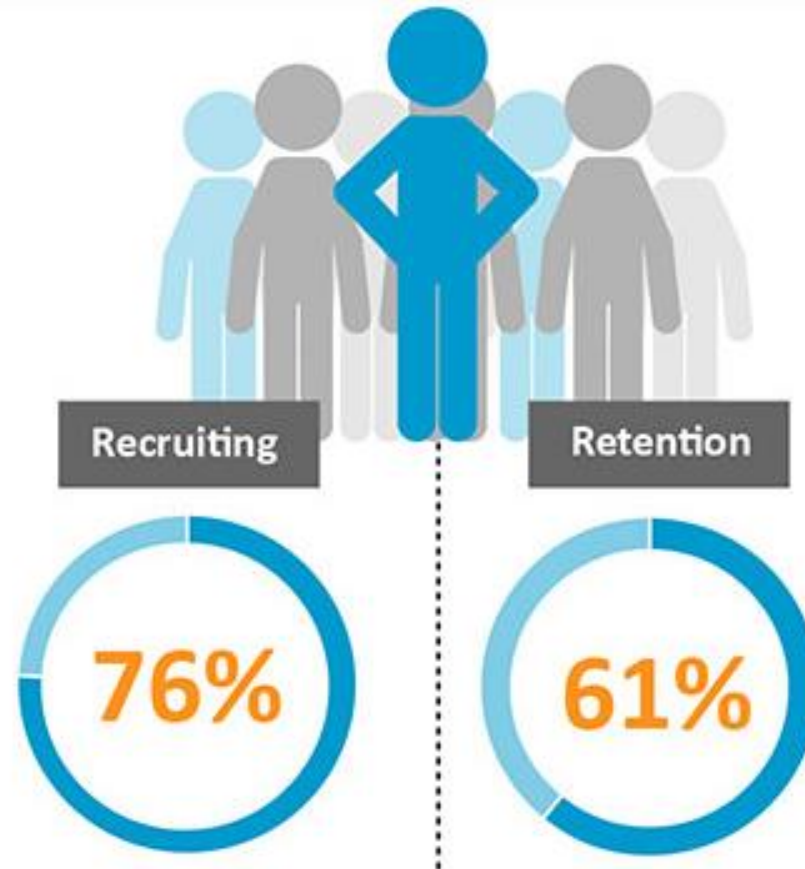
## Compensation Most Important In Recruiting



## Quality of Life Drives Retention



## Training Supports Recruitment and Retention Efforts

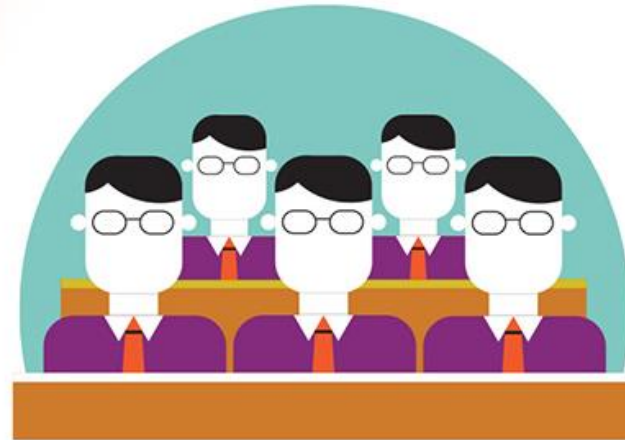


## Training Key to Workforce Reengagement

### 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**

## 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



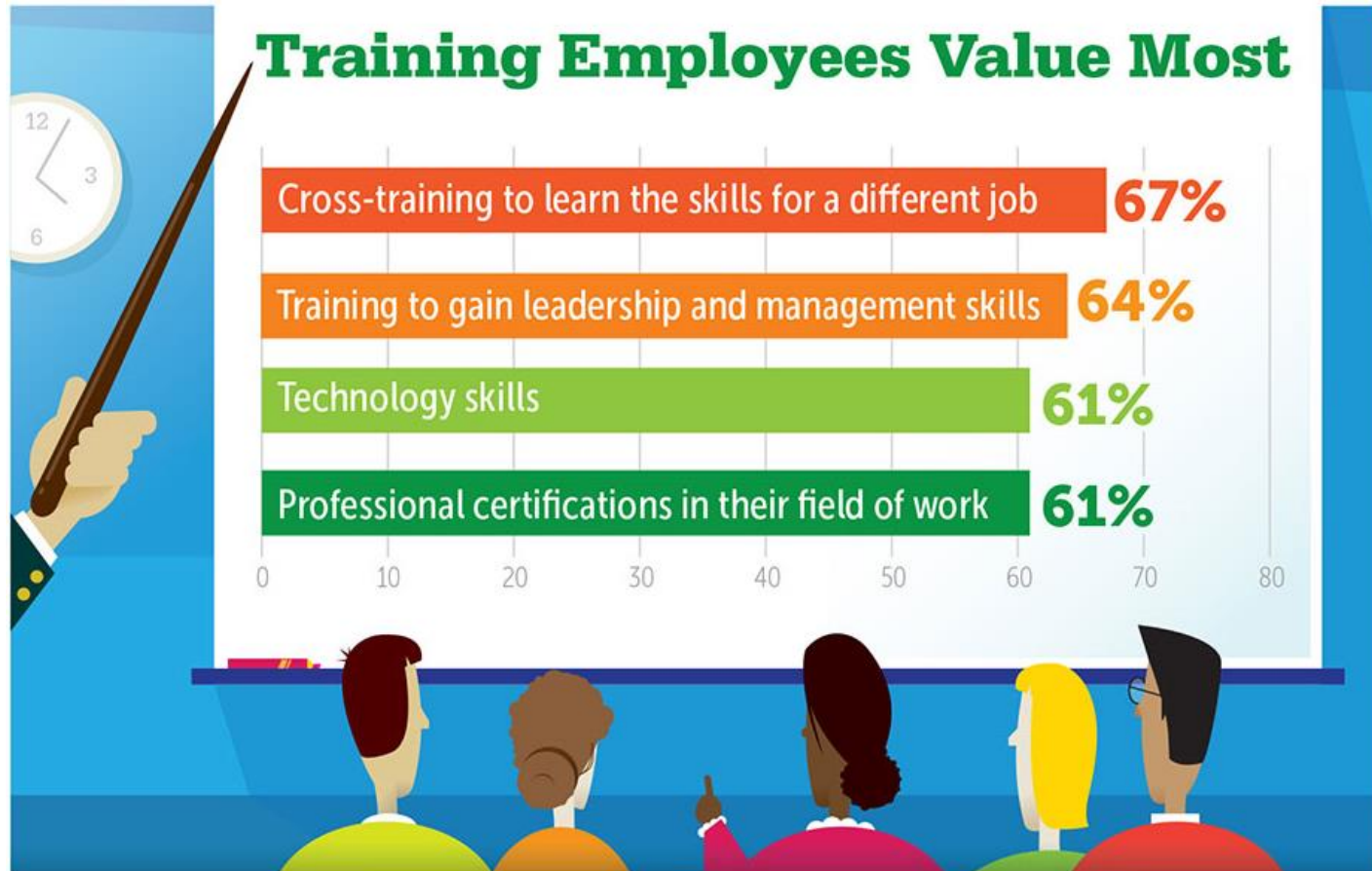
Not communicating expectations to employees



Unrealistic expectations of job candidates' skills



## What Type of Training Should You Provide?



# The New Language of Staffing

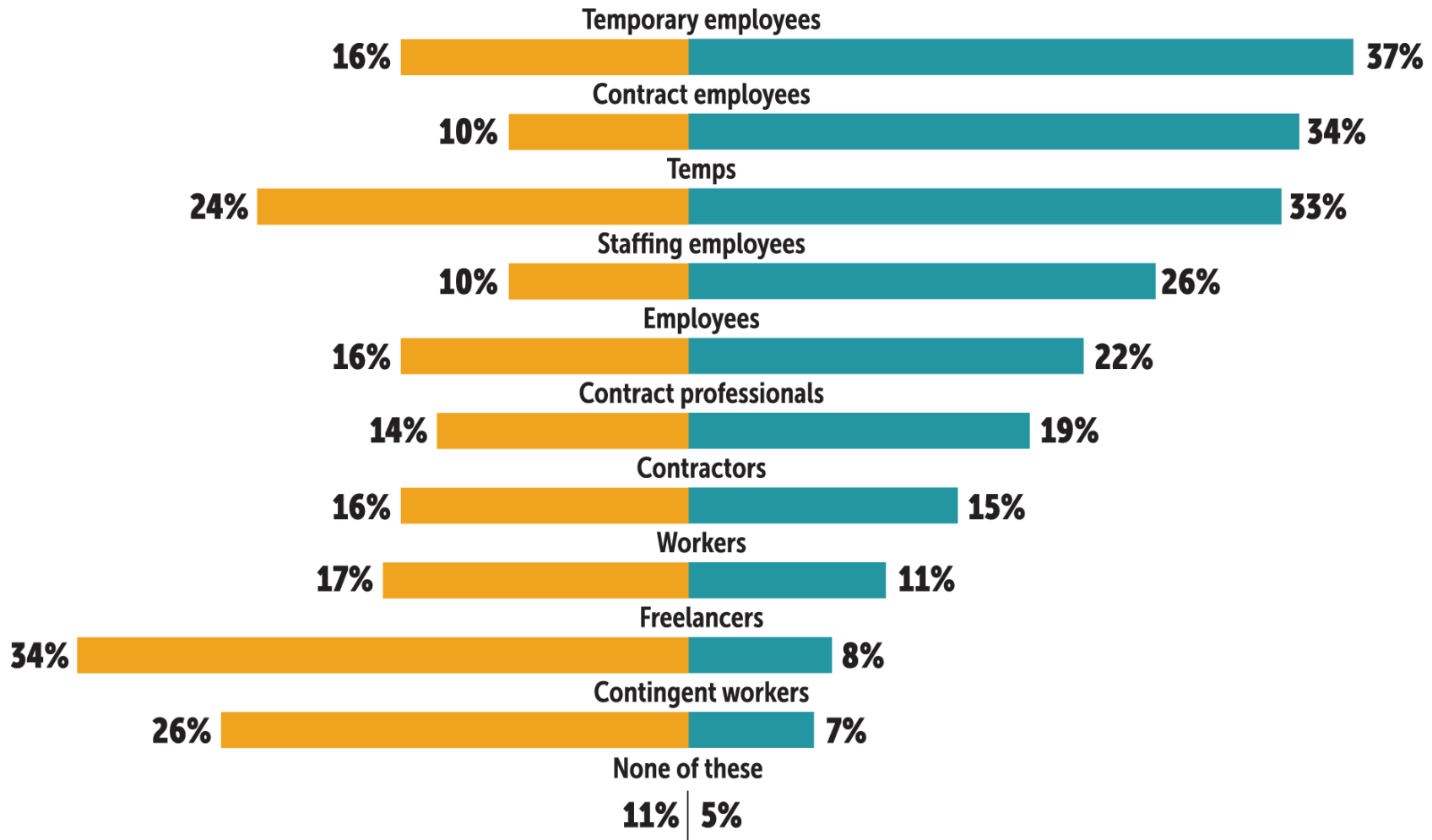


INTRODUCTION 03	WHERE THE INDUSTRY STARTED 07	THE JOB SEEKER MINDSET 11
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# The New Language of Staffing

LEAST APPROPRIATE TERM

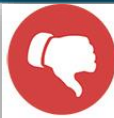
MOST APPROPRIATE TERM



Source: American Staffing Association, Message Testing Survey



# 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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American Staffing Association

for:

Industry Professionals

Staffing Clients

Job Seekers

Industry Suppliers



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Best Practices

Social Responsibility for Staffing Companies

Model Contracts

Safety Standard of Excellence

Health Care Staffing Resources

Marketing Tools

## 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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[americanstaffing.net/new-language](http://americanstaffing.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



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## Be Talent Centric

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

# Thank You

Questions?

