

Welcome to Today's Webinar

2024 Staffing Trends: Projections and Reflections

Tuesday, Feb. 13, 2024, 2 p.m. Eastern time



Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



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UI control panel for a video player. It features a dark grey background with a light blue header. On the left, there are three icons: a hand for 'Raise Hand', two speech bubbles for 'Q&A', and a 'CC' icon for 'Live Transcript'. A mouse cursor is hovering over the 'Live Transcript' button. A dark grey dropdown menu is open above the 'Live Transcript' button, containing three options: 'Show Subtitle' (highlighted in blue), 'View Full Transcript', and 'Subtitle Settings...'.

ASA Certification Continuing Education

Today's webinar qualifies for 1.0 CE hour

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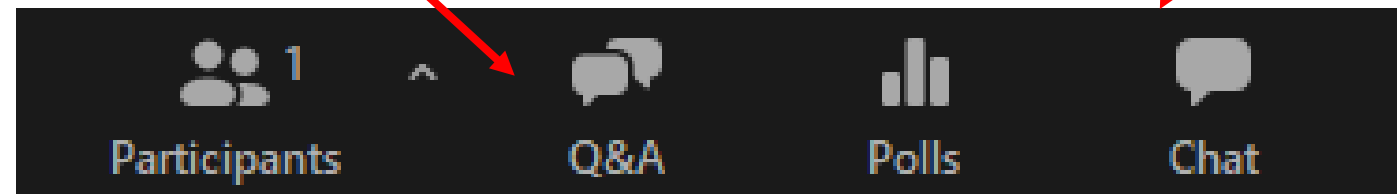
Ask a Question, Engage With Other Attendees

Q&A

Type your questions for the panel into the Q&A box

Chat

Start a conversation—say hello. Engage with panelists and other attendees.



TOP 10 STAFFING TRENDS FOR 2024



2024 Trends

1. The Economy
2. Generative AI
3. Employee Experience (EX)
4. Labor Supply Imbalances
5. Future Ready Workforce
6. Leadership Pipeline
7. Cybersecurity
8. Regulation
9. Customer Experience (CX)
10. HR 5.0

Today's Presenters



Hope Bradford
Sr. Director, IT, Kelly



Kyle Decker
Co-founder and CEO, Riley Decker Company



Shari Franey
COO, Hamilton-Ryker



Eliza Hetrick
Market Research Analyst, Actalent



Laura MacNeel
Chief Legal Officer, Aya Healthcare



Robin Mee
President, Mee Derby & Company

#1 Trend: The Economy



Eliza Hetrick
Market Research Analyst
Actalent



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The Economy

- More confidence in the possibility of a “soft landing”
- 9 million job openings—6.1 million unemployed
- Low supply of workers despite cooling economy
- Some layoffs occurring but not widespread
- Interest rates still high but could be cut later this year

TOP RESOURCES

1. ASA Data Dashboard

2. “What the Data Say About the Staffing Opportunities Ahead”

3. 2023 ASA Staffing Industry Playbook



353K

Jobs gained in January

353,000 jobs were added in January, indicating stronger hiring than expected.

62.5%

Labor force participation rate

The LFPR has yet to recover to its pre-pandemic rate of 63.3%.

3.7%

Unemployment rate

The unemployment rate has been 3.7% for three months in a row, signaling a still-small pool of unemployed workers seeking job opportunities.

3.4M

December quits

Declined slightly from November.

1.6M

December layoffs

Below pre-pandemic norm, despite continued economic uncertainty.

#2 Trend: Generative AI



Laura MacNeel
Chief Legal Officer
Aya Healthcare



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Generative AI

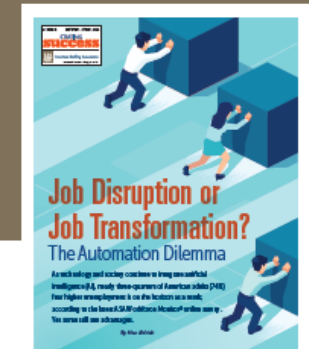
- Understand your organization's use of Generative AI
- Intellectual property
 - Copyright infringement & ownership issues
 - Effect on Patent law
 - Protection of your organization's IP
- Data privacy & confidentiality issues
- Policies & procedures

TOP RESOURCES

1. "How AI Will Shape Staffing"

2. "Job Disruption or Job Transformation? The Automation Dilemma"

3. Infographic: Vast Majority of Americans Pessimistic on How AI Will Affect Employment



#3 Trend: Employee Experience (EX)



Robin Mee
President
Mee Derby & Company



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Employee Experience (EX)

Six keys for internal employee retention

- Remote, hybrid, or in-office + flexibility
- Virtual engagement strategies/supporting your teams
- Continuous feedback and learning
- DE&I/fostering a sense of belonging for all
- Giving back/purpose-driven work
- Technology/continuous investment



TOP RESOURCES

1. “Unlocking Potential: The Impact of Employee Resource Groups in the Workplace”
2. “What It Takes to Elevate Women in Staffing”
3. ASA State of the Industry Webinar: Focus on Employee Experience



#4 Trend: Labor Supply Imbalances



Eliza Hetrick
Market Research Analyst
Actalent



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Labor Supply Imbalances

- Even in a “cooling” economy, labor shortages still exist
- The labor force participation rate has yet to return to its pre-pandemic rate
- Demand will outpace supply in the next decade: baby boomers retiring, technological change, limited supply of critical workers

TOP RESOURCES

1. “Rising to the 2024 Employment Challenge”

2. Disability Employment Resources for Staffing Firms

3. Staffing STATS Webinar: The 2023 Staffing Industry Playbook

Disability Employment Resources for Staffing Firms

ADA and the US Department of Labor Office of Disability Employment Policy issued an alert in 2023 to provide information and resources to help staffing firms create inclusive workplaces for people with disabilities. This webpage serves as a resource for staffing organizations to learn more about the ADA, best practices, and address people with disabilities.

ADA 2025: Learn about the latest updates and developments in the field of disability employment and how to ensure your organization is prepared for the future of work, including the impact of AI and other emerging technologies.

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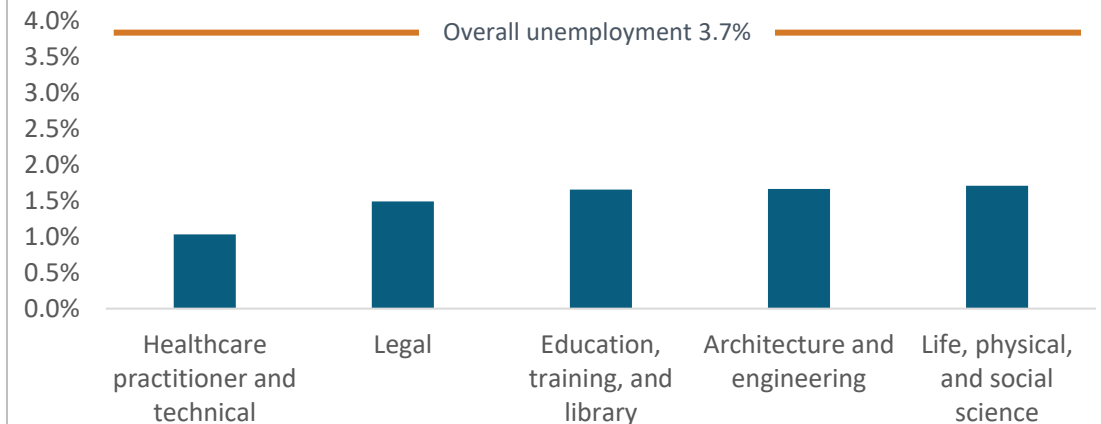
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Occupation groups with the lowest unemployment

■ Unemployment Rate (3-month avg. Nov. 2023-Jan. 2024)



#5 Trend: Future-Ready Workforce



Shari Franey
COO
Hamilton-Ryker



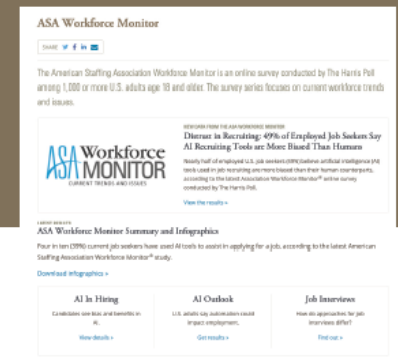
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Future-Ready Workforce

- Traditional skills providers vs. new vehicles
 - Fellowships/internships
 - Registered apprenticeships
- Employers should focus on skills needed not on degrees
- Career pathways/life-long learning and upskilling
- Staffing industry's role: help candidates future-proof their careers with clients to provide on-the-job training, online training, and access to certificate programs.
- Funding grants available

TOP RESOURCES

1. ASA Workforce Monitor®
2. National Skills Coalition
3. Workforce Innovation and Opportunity Act



#6 Trend: Leadership Pipeline



Kyle Decker
Co-founder and CEO
Riley Decker Company



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Leadership Pipeline

- **Leadership acquisition**
 - People business
 - All leaders in our company are in TA
 - RDC “manager movement”
- **Leadership development & retention**
 - CEOs are more worried about developing & retaining future leaders, than they are about economic & business challenges
 - RDC Yearly Kick Off – Top Priority on Training Upcoming Leaders
 - “Readiness gap”
 - Mentorship & sponsorship

TOP RESOURCES

1. “Empowering Middle Leadership”
2. ASA Mentor Match Program
3. ASA Webinar: Empowering Women in Staffing—Strategies From Industry Leaders



This is a promotional graphic for "The Manager Movement". It features a central text box with the title "THE MANAGER MOVEMENT" in large, bold, yellow letters. Below the title, it reads: "AN OPPORTUNITY FOR STUDENT MANAGERS TO GET THEIR START PROFESSIONALLY IN A PEOPLE-FIRST INDUSTRY." The graphic is surrounded by a collage of photos of diverse student managers. At the bottom, it says "DO YOU HAVE A STANDOUT STUDENT MANAGER ON YOUR STAFF? CONTACT CHRIS LEPORE: CLEPORE@THEJOBCENTERSTAFFING.COM". Logos for "We're Hiring", "RILEY DECKER COMPANIES", "JOB MOR", and a Wilson basketball are also present.

This is another promotional graphic for "The Manager Movement". It features a background image of a man in a suit, Nick Van Zile, speaking. A text box on the right contains a quote: "Being a student manager taught me a lot about time management, multi-tasking, building relationships with a diverse group of people, and many other life lessons. My drive to add value to the team in any way possible has led me to be successful as I take the same mindset to my role today. No task is too small for me to accomplish if it needs to be done. The most important thing is to add value to the team and make sure we have a winning day doing the small things, which lead to big wins." Below the quote, it identifies "NICK VAN ZILE" as "VICE PRESIDENT - OPERATIONS". The title "THE MANAGER MOVEMENT" is at the bottom in large, bold, yellow letters.



#7 Trend: Cybersecurity



Hope Bradford
Senior Director, IT
Kelly



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Cybersecurity

- Generative AI
- 3rd party risk (including integration partners)
- Social engineering
- Malicious actors
- Cybersecurity insurance



TOP RESOURCES

1. "The Tech-Enabled Leap"
2. "A Cybersecurity Roadmap for Thwarting Threats"
3. Staffing World Session: Top Trending Technology Tools You Should Have in Your Tech Stack



#8 Trend: Regulation



Laura MacNeel
Chief Legal Officer
Aya Healthcare



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Regulation

- Staffing agency regulation
 - Wage parity initiatives
 - Healthcare agency regulation
- DOL–misclassification rules & enforcement
- Minimum wage & paid leave laws
- Immigration reform
- Upcoming ASA Staffing Law & Compliance Conference

TOP RESOURCES

1. “Compliance: Get It Right and Sleep Better at Night”
2. ASA Policy Agenda
3. “Virtual Form I-9 Is Here to Stay”



#9 Trend: Customer Experience



Kyle Decker
Co-founder and CEO
Riley Decker Company



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Customer Experience

- **Why is CX a priority?**
 - Demand is down, supply is up
 - Easier to retain current business (rather than land new logos)
- **CX grows revenue & gross profit**
 - Nielsen Study—92% of customers are willing to pay more for a product or service from a brand they trust.
 - Referrals—top source of growth
- **Implementing solutions**
 - Competitive advantage by communicating customer experience differentiators
 - Appointing a leader to chief experience officer
 - Personalized marketing, on-time delivery, frictionless experience, problem resolution



TOP RESOURCES

1. “2023 NPS Staffing Industry Benchmarks”
2. ASA Webinar: Unlocking ROI—Maximizing Your Client and Talent Experience Initiatives
3. ASA State of the Industry Webinar: Focusing on Client Experience



#10 Trend: HR 5.0



Shari Franey
COO
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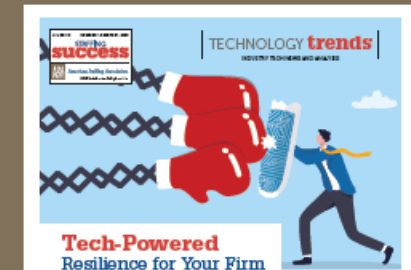
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HR 5.0

- Staffing firms role in HR 5.0: enable flexibility, focus on skills development, engage employees, and adopt digital solutions.
- Untapped talent pipelines + talent acquisition software = increased ROI
- Recruiting and retention silver bullet - Holistic Employee Support Services
- HR 5.0 moves HR from admin tasks to increased ROI/employee benefit

TOP RESOURCES

1. ASA Staffing Tech Center
2. "Tech-Powered Resilience for Your Firm"



Implementing staffing technology can vary significantly from one firm to another. The challenges of integrating technology into HR processes are not always obvious. This report explores the challenges and opportunities of integrating technology into HR processes to help you succeed.

Staffing Tech 2025: A new era of HR technology
The future of HR technology is bright. As we look ahead to 2025, we see a new era of HR technology emerging. This report explores the challenges and opportunities of integrating technology into HR processes to help you succeed.

Unlocking the potential of AI in HR
Artificial intelligence (AI) is revolutionizing HR processes, from recruitment to performance management. This report explores the challenges and opportunities of integrating AI into HR processes to help you succeed.

Technology is Resilience for Your Firm
The challenges of HR are not always obvious. This report explores the challenges and opportunities of integrating technology into HR processes to help you succeed.



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Questions?



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Thank You!



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CONFERENCE

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WASHINGTON, DC



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to a brief survey**