

Welcome to Today's Webinar

Going Digital: Elevate Your Recruitment Game With Virtual Tools

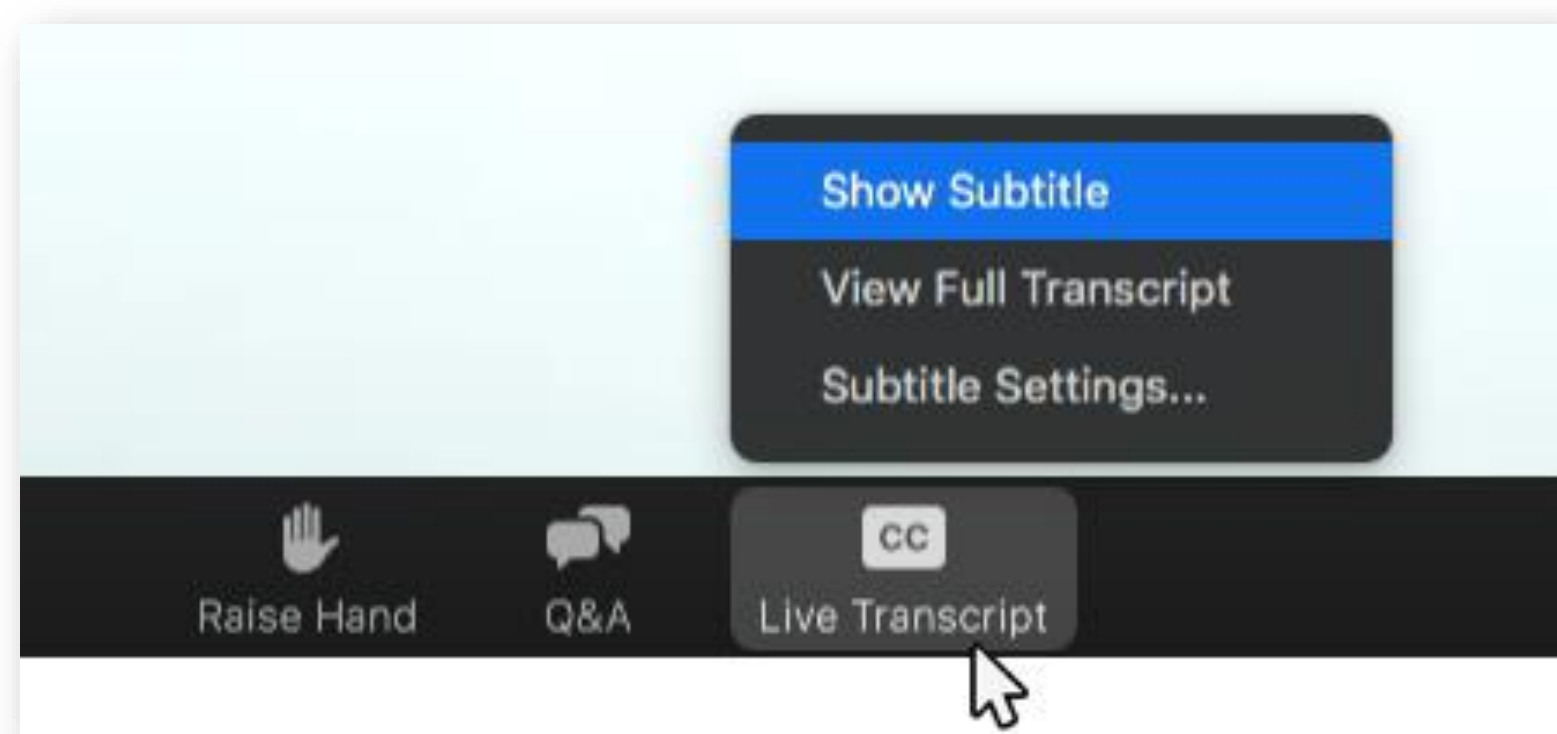
Tuesday, Aug. 5, 2025, 2 p.m. Eastern time



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.



American Staffing Association



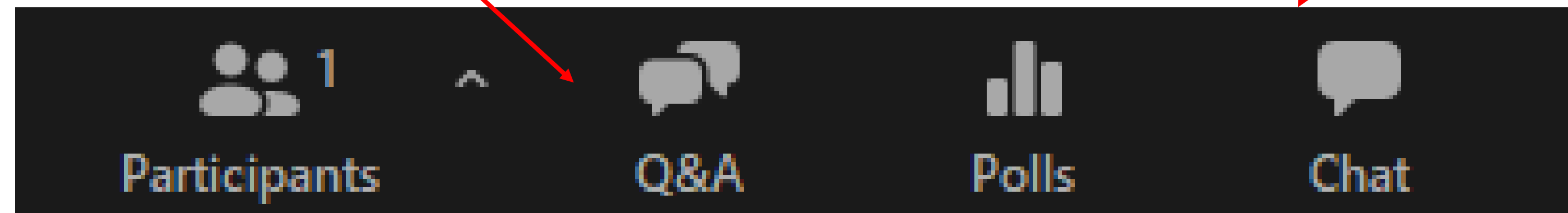
Ask a Question, Engage With Other Attendees

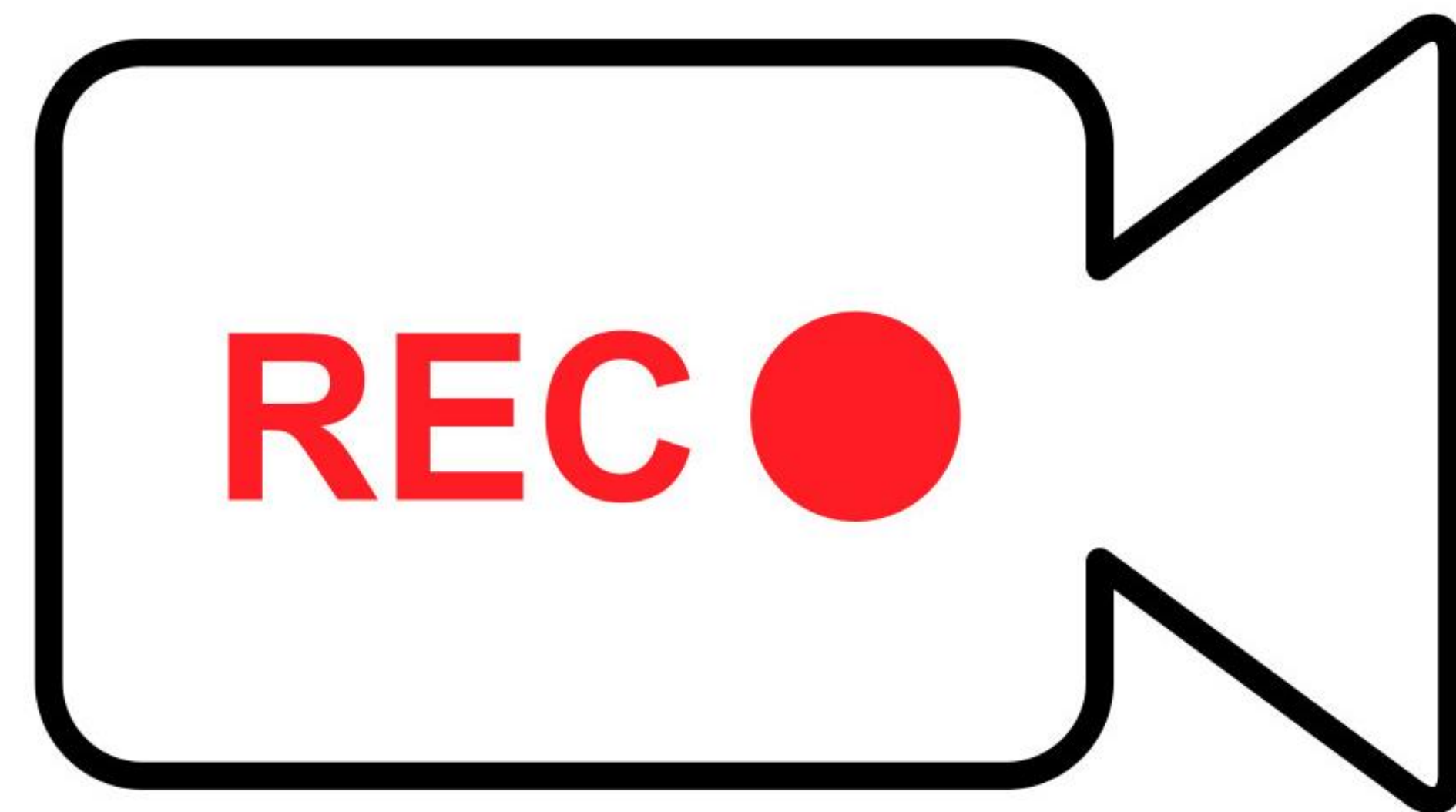
Q&A

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

Chat

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





ASA Certification Continuing Education

Today's webinar qualifies for 1.0 CE hour

- **Live webinar:** CE credits earned from attending this program are *automatically* added to your online CE Status within three business days.
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 - This program is valid for **PDCs** for the SHRM-CP® or SHRM-SCP®.
- Activity ID: 25-YEQAR**



Introductions



Bobby Wilburn
Regional Vice President



Kelley Cure-Anderson
Vice President, Onsite Division

Why This Topic Matters Today:



- Streamlines recruiting
- Speeds up placements
- Expands candidate reach
- Enhances the overall experience for clients and job seekers
- Helps stay competitive in a tech-driven market

Poll: What Percentage of Candidates Abandon the Hiring Process After a Frustrating Interaction?

Industry Statistics



- National Unemployment Rate is 4.2%
- 7.2M unemployed people in US right now according to the Bureau of Labor Statistics
- Hottest & most on demand verticals hiring right now are: Technology & IT Services, Healthcare & Life Sciences, Renewable Energy, Ecommerce & Retail, and Education



60%



Poll: How Many Job Postings are Active in the USA Today?



The Digital Shift in Staffing



Digital transformation is accelerating in staffing



Candidates expect faster, easier virtual interactions



Recruiters must adapt to remain competitive



7.4 Million

Market Trends Driving Virtual Recruiting



→ AI Adoption Statistics

72%

of staffing firms use AI and automation (up from 58% last year)

81%

believe AI will reshape staffing in 5 years

AI-equipped firms are

2X

more likely to grow revenue

AI firms see

50% faster

hires

and

17 hours

saved weekly

74%

report faster placements due to digital transformation



Benefits of Going Digital - Using AI



Faster Time-to-Fill



Expanded Candidate Reach



Improved Candidate Experience



Data-Driven Hiring Decisions



Cost Savings



Efficiency Gains



Quality

Market Trends Driving Virtual Recruiting



- Remote work's impact
- Increase in online job seekers
- Growth in video interviewing usage



Video Interview Platforms



82% of companies
utilize virtual interviews.*(inFeedo.ai)*

Benefits:

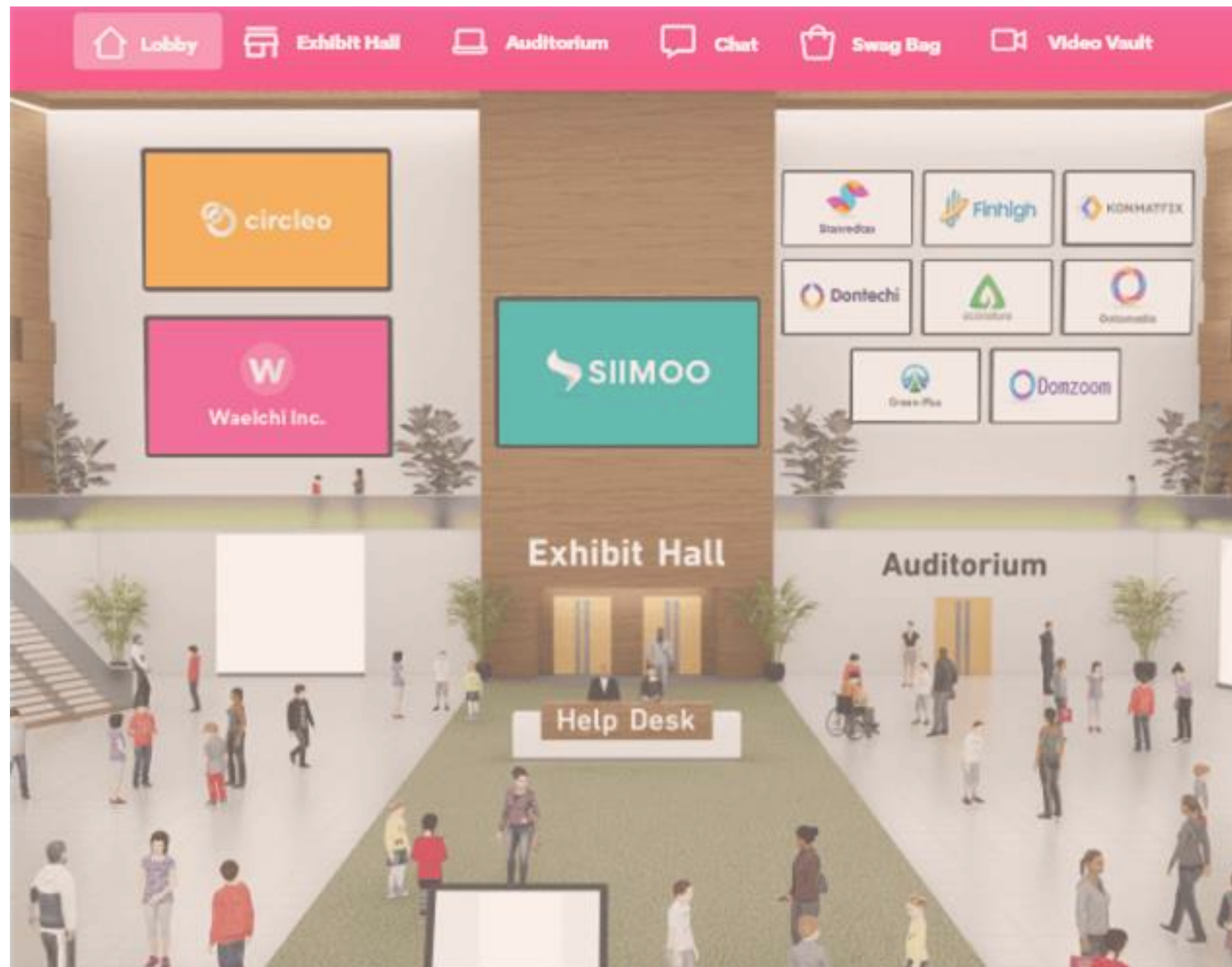
- Flexibility
- Speed
- Wider reach

Tips:

- Provide clear instructions
- Prepare candidates
- Evaluate consistently



Virtual Job Fairs & Events



RingCentral Events

Formerly hopin



Candidate Engagement Best Practices

- Personalize communications
- Provide clear, consistent updates
- Give feedback promptly
- Use video messages when possible



ATS with Virtual Capabilities



What to look for:



Seamless integration with video tools



Automated workflows



Candidate communication features

Examples of ATS Providers:



Choosing the Right Tools

- Consider:
 - Budget
 - Ease of use
 - Integrations
- Involve your team in decisions
- Pilot programs before full rollout



Collaboration & Communication Tools

- Platforms: Slack, MS Teams, Zoom
- Use for:
 - Team collaboration and virtual trainings
 - Sharing candidate info & feedback in real time
 - Keeping remote teams connected- foster community through contests, celebrations and employee recognition



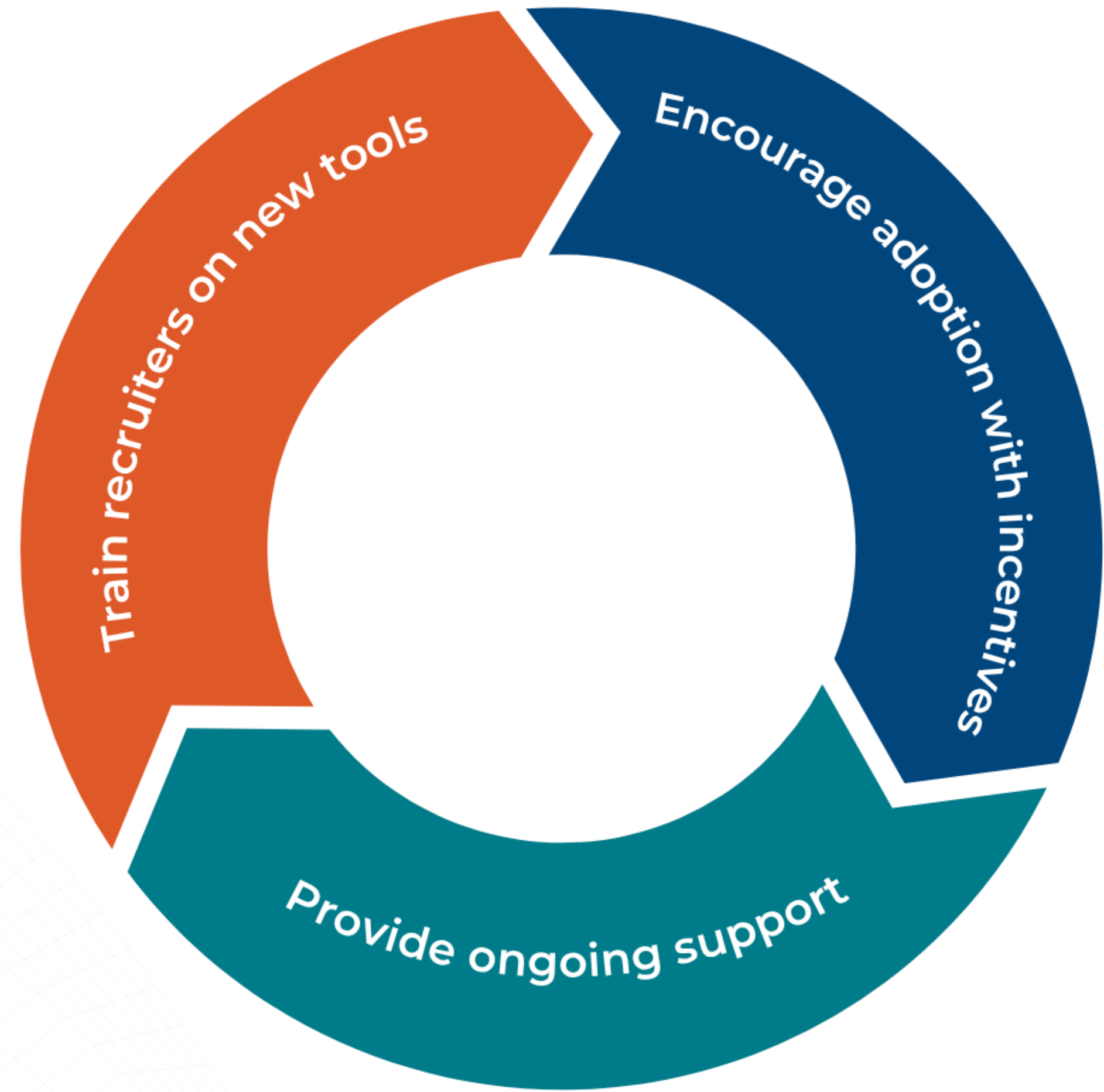
Assessing Your Current Process

- What's working?
- Where are the bottlenecks?
- What are the opportunities for virtual integration?

Change Management & Training

94% of employees say they would stay at a company longer if it invested in their learning and development.

Source: LinkedIn Workplace Learning Report



Overcoming Challenges

70 percent of digital transformations fail due to employee resistance. *Source: McKinsey*



7 ways change fails:

- Starting with an incomplete or poorly-defined strategy
- Following a strategy that is too rigid and inflexible
- Lack of effective communications
- Failing to identify and address resistance
- Disconnect between strategy and culture
- Setting unrealistic expectations
- Not creating—and celebrating—short-term wins

Source: Harvard

Measuring Success

Key Metrics:



Time-to-hire



Candidate satisfaction scores



Source of hire effectiveness



Interview-to-offer ratio



Interview show-up rates



Application to first contact info



The Future of Digital Recruiting

- By 2030, analysts expect automation to eliminate 29% of jobs, while contributing 13% to job creation *(Forrester)*
- 87% of companies think digital will disrupt their industry, but only 44% are prepared for it *(Deloitte)*
- Over 50 percent of the average IT department's budget is spent on maintenance - only 19 percent is allocated to investment *(Deloitte)*



Preparing for Continuous Change



Stay informed on trends



Regularly review tools and processes



Commit to ongoing learning & innovation

Q&A



What did you learn today? What excited you?

Bobby Wilburn – Regional Vice President

Kelley Cure-Anderson – Vice President, Onsite Division

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Activity ID: 25-YEQAR



Angie Bastian
Keynote Speaker



Michelle Poler
Keynote Speaker



ASA THRIVE LIVE

OCT. 5-6, 2025 | ORLANDO, FL

Katie Ledecy: Going for Gold



Staffing Strategies for the AI Revolution



Jason Leverant, CSP
Facilitator
President and chief operating officer, AtWork Group



Don Sloan
CIO, Prolink



Alan Stukalsky
Chief digital officer, Randstad NA



Michael Whitmer
Chief risk and compliance officer, RGF Staffing

Carla Harris
Expect to Win: Proven Strategies
for Success





**You will now be redirected
to a brief survey**