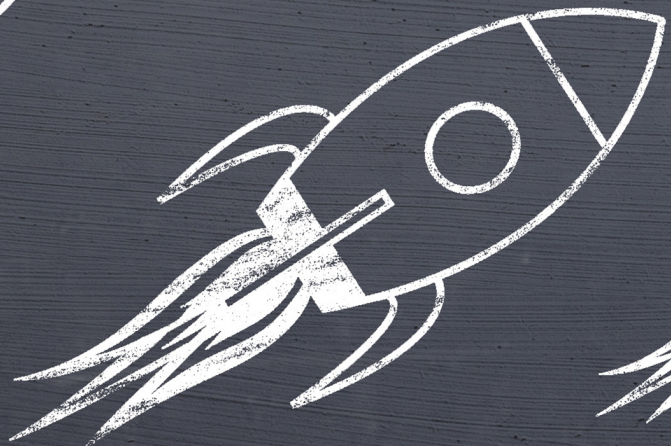
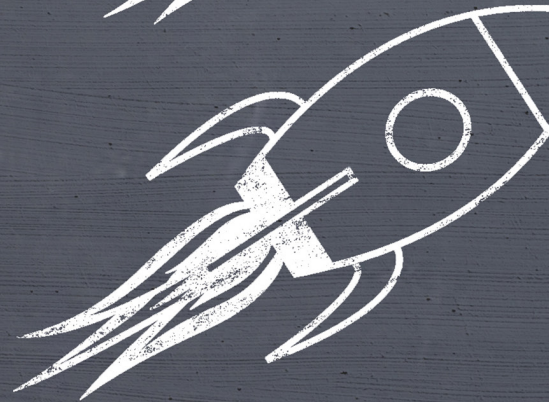
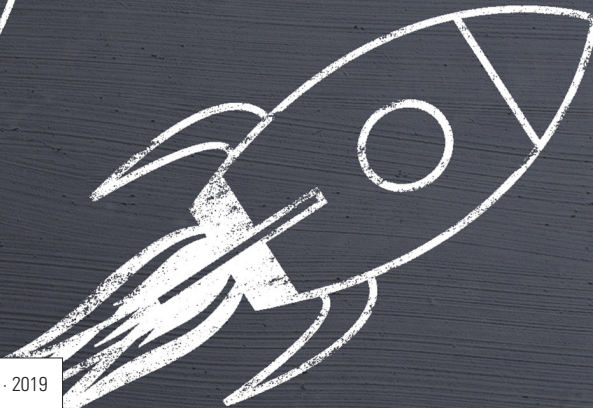
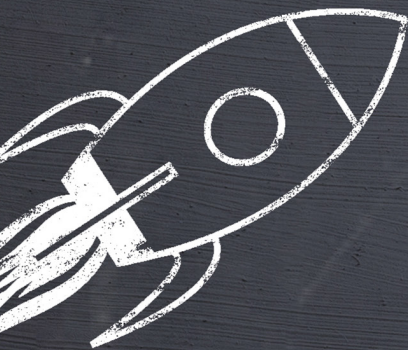
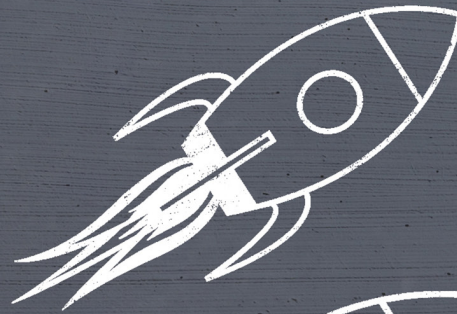
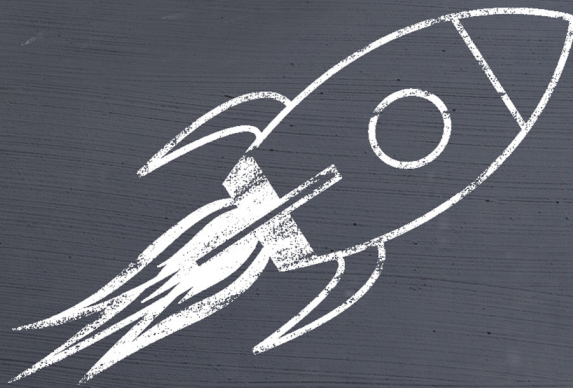
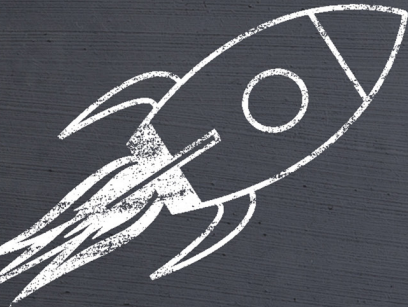
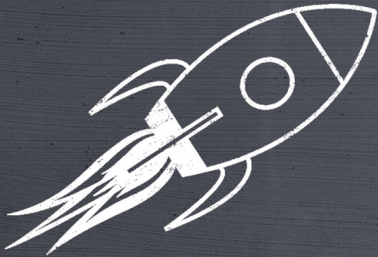


# Training Talent

for

# Staffing Success



As Seen In November · December · 2019

STAFFING  
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AN ELITE GROUP OF COMPANIES THIS YEAR RECEIVED **NATIONAL RECOGNITION** FOR THEIR **INNOVATIVE AND EFFECTIVE WORK-BASED LEARNING PROGRAMS** DESIGNED SPECIFICALLY FOR TEMPORARY AND CONTRACT EMPLOYEES. HERE'S A LOOK AT THESE **OUTSTANDING INITIATIVES**— ALL RECIPIENTS OF **2019 ASA ELEVATE AWARDS**.

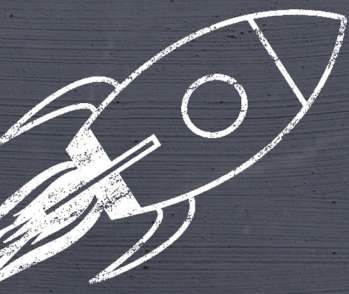


*By Adam Stone*

**A**mid a national labor shortage and an increasingly tight job market, many staffing and recruiting companies have emerged as a new kind of partner for talent and clients. These standout companies have taken the initiative to provide work-based learning programs that help make people more employable as well as provide clients with well-prepared employees. Staffing companies that are doing this well not only put their businesses on a growth path, they're also contributing to the economic health of the markets they serve.

The ASA Elevate Awards program, launched by the association just a year ago, celebrates outstanding efforts in the arena of training and skills enhancement, recognizing those staffing companies that have gone above and beyond in their efforts to strengthen the workforce for today and tomorrow.

These standout companies, announced earlier this year and recognized at Staffing World® in October, have produced successful training programs that are worthy of replication. For more about the ASA Elevate Awards program, visit [americanstaffing.net/elevate](http://americanstaffing.net/elevate). >>>



Staffing Companies With More Than \$100 Million in Annual Sales


### Modis for Modis Academy

As part of the Adecco Group, Jacksonville, FL-based Modis is leveraging its parent company's relationship with General Assembly, a global education provider. Recently Modis teamed with General Assembly to create Modis Academy, a technology training program aimed at helping to close the skills gap in the information technology sector.

"As sister brands under the Adecco Group, we wanted to tap the training solutions that General Assembly offers in order to benefit our clients," says Jill Welch, director of strategic programs at Modis.

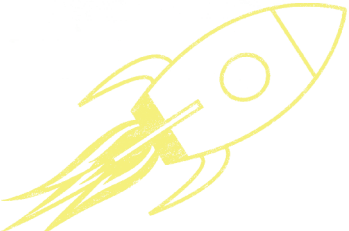
Modis Academy offers part-time training as well as 12- and 24-week courses in software engineering, front-end and back-end web development, data science, data analytics, and design, among other subjects.

"We screen students who then take the class through General Assembly," Welch explains. New candidates who complete the training are then placed with clients. Temporary and contract employees already engaged with Modis complete the training with the goal of moving into roles that are more advanced than the ones they currently fill. In return for the no-cost training, talent commit to staying with Modis for three to six months, depending on the level of training they receive.



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—Kelsey Scotch, corporate recruiting manager, Madden Industrial Craftsmen Inc.



The goal is to address a skills gap that has made itself apparent across the IT sector. "As technology is advancing and the need grows for technical expertise, there is a gap in talent industrywide," Welch notes. "We want to leverage and use the offerings that General Assembly provides to find new talent, or to skill up existing talent. We can then take a student who graduates from one of these courses and fill a need for our client."

The program has proven especially beneficial to existing Modis contractors. "It gives them an opportunity to add skills to their résumés. If we can add skills for someone who is already out with one of our clients, that really offers us an opportunity for growth," Welch says.

Staffing Companies With \$7.5–\$25 Million in Annual Sales

### ETS Inc. for AIME (Assembling Industry: Manufacturing and Education)

As an upstate New York staffing company with a focus on manufacturing, ETS is uniquely positioned to understand and help meet the evolving labor needs of the local industrial community.

"We have our finger on the pulse of employers' concerns in our area, including their fear of the skills gap," says Amber Parliament, director of marketing and engagement for ETS. "In talking to manufacturers, we also realized they are concerned about the soft skills of the workforce."

The ETS AIME (Assembling Industry: Manufacturing and Education) program focuses on closing those gaps. Students who complete the eight-week training program can receive a range of credentials, including the National Workforce Readiness Credential, LEAN 101, and OSHA 10. A local community college and an area vocational school deliver the content, which also focuses on soft skills development, including résumé writing and interviewing skills.

The technical training included in the course can vary based on local manufacturer input. As a result, the curriculum has evolved continually since the program's launch in 2010.

"The skills needed to thrive in a manufacturing environment have vastly changed," Parliament explains. "There's a lot more technology involved, with the use of a lot more modern equipment."

For those able to acquire such skills, there's a world of potential employment opportunities waiting out there. "There are a lot of people who have only worked in retail or fast food, and they can potentially have a very rewarding career in manufacturing. We want to give them the pathway to do that," says Parliament.

ETS also sets up interviews between graduates and prospective employers. "If the student does get a job with one of those employers, they go through us. We are the ones placing them," she adds.

## Madden Industrial Craftsmen Inc. for Madden Apprenticeship Program

As both a staffing company and operator of a steel fabrication facility, Beaverton, OR-based Madden Industrial Craftsmen has a vested interest in seeing apprentices trained in the industrial arts. It took a year of legwork to establish partnerships with academia, but the company's apprenticeship program now has hit the ground running, enrolling 10 students virtually out of the gate.

"We saw a major skills gap and we wanted to help to fix that," says Kelsey Scotch, corporate recruiting manager for Madden. "We have endless orders for skilled personnel. We have people with the desire to get trained up, and there just haven't been the training programs available. We need more skilled tradespeople and we wanted to help supply those additional training opportunities."

Oregon-based businesses can leverage Madden's apprenticeship license without having to create programs on their own. Madden handles human resource tasks (including payroll), as well as skills verification, soft-skills screening, and education tracking. The apprentices serve as Madden temporary employees, working at client job sites while the staffing firm monitors their training, delivered in partnership with a local community college.

Finding the right academic partner was key to getting the program up and running. "The school systems don't work as quickly as private industry, but we have found one that aligns with our vision," Scotch says. "They are the largest community college in the area. That's important because they have lots of locations, and they already had apprenticeship committees that were up and running."

The program has been a resounding success for Madden, which has been hard-pressed to meet client demand on the industrial side. "We are helping to build the workforce," Scotch notes. "Unless we are going to train people up, we'll be in

an endless cycle of just moving people from one job to another. The more journeymen that are out there, the more people we have available for our clients."

## Staffing Companies With Less Than \$7.5 Million in Annual Sales

### Community Health Network for Managed Care Project

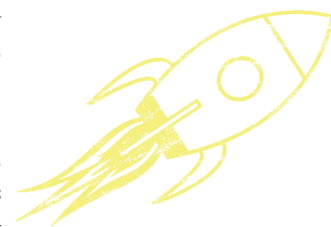
A provider of home care nurses, Community Health Network, based in Holliston, MA, had a vision for leveraging its talent base to support higher-level tasks. Through its Managed Care Project, the staffing company teams with a major Boston-area health system to cross-train experienced registered nurses—those with strong clinical and assessment capabilities—on the skills needed to perform field assessments and manage newly enrolled members during peak enrollment periods.

To ensure a good fit, CHN does more than just identify potential candidates for training. "We carefully screen and select the right type of nurse with the right type of skill sets. When we know what they can and can't do, we recommend to our partner who they should take," says Michelle Murray, RN, BSN, president and chief executive officer of CHN.

The company stays engaged throughout the span of the skills development course. "We are always involved in terms of making sure the training is going well," Murray adds. "We are coordinating with them [the nurses] throughout the training...and then we can place them in other positions that they would otherwise not have been able to work in."

The effort is in line with industry trends. "The whole field is moving toward the idea of care management, trying to keep people out of the hospital. The nurses are excited about gaining these skills, which they know will open more doors for them."

Clients have been quick to affirm the initiative's value. "They do tend to hire these nurses permanently,



## Is Your Staffing Company Making Talent Training Strides?

The ASA Elevate Awards recognize outstanding, innovative, and effective work-based learning programs that train, reskill, and upskill temporary and contract talent. Is your company a trailblazer in this area and deserving of national recognition?

Visit [americanstaffing.net/elevate](http://americanstaffing.net/elevate) to learn more about the awards program and to read about past winners. Questions? Contact ASA at 703-253-2020.



which tells me that we are doing a good job. And they also come back to us for more, so that it is an ongoing project. That makes it a win-win,” Murray says.

## TEKtalent for Invest in Yourself

In this increasingly tech-driven world, it can be easy to overlook the demand for IT-savvy individuals with nontechnical skills. Take, for example, business analysts: There is high demand for skilled individuals, and the plethora of enterprise-grade software systems with which they engage requires that they have not just financial savvy, but also a solid grasp of the technology.

TEKtalent’s Invest in Yourself program seeks to grow the workforce of software-capable business analysts, with a six- to eight-week course that includes an introduction to business analysis, software development lifecycle, logical modeling, documentation of user requirements, and more.

“There are a lot of really good candidates, people who have the skill sets but don’t have the solid background in the use of these systems,” explains Angela Chavis, branch manager of human resources operations for TEKtalent, who manages the program.

“A lot of these candidates do have a degree, it may even be a degree in finance and accounting, but they don’t have the live, on-the-job work experience—doing the spreadsheets, doing the analysis,” she says. “So, this program gives them live, working projects to work on, a chance to round out their skills with a real-life perspective.”

By offering both classroom and online training, Invest in Yourself aims to accelerate students’ ability to ramp up their skills. “When you are there in person, you get a better perspective, a deeper understanding. It’s a more personalized setting where they can get their questions answered,” Chavis notes.

The key to a successful training program? For Chavis, it’s all about finding a varied team of trainers with both general knowledge and an understanding of the specific software systems most commonly in use. “You need trainers who have the knowledge and experience in all the different areas,” she says. “A team of us interviewed quite a few trainers before we could find those who had all the bells and whistles.” ■

Adam Stone, a freelance writer based in Annapolis, MD, is a regular contributor to *Staffing Success*. Send feedback on this article to [success@americanstaffing.net](mailto:success@americanstaffing.net).



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