



The resources,
information,
and tools you
need right now

for

YOU

Don't Miss This!

**ASA
Advocacy:**
2020 Review
Page 2

**Pandemic
Worries,
Success Stories**
Page 4

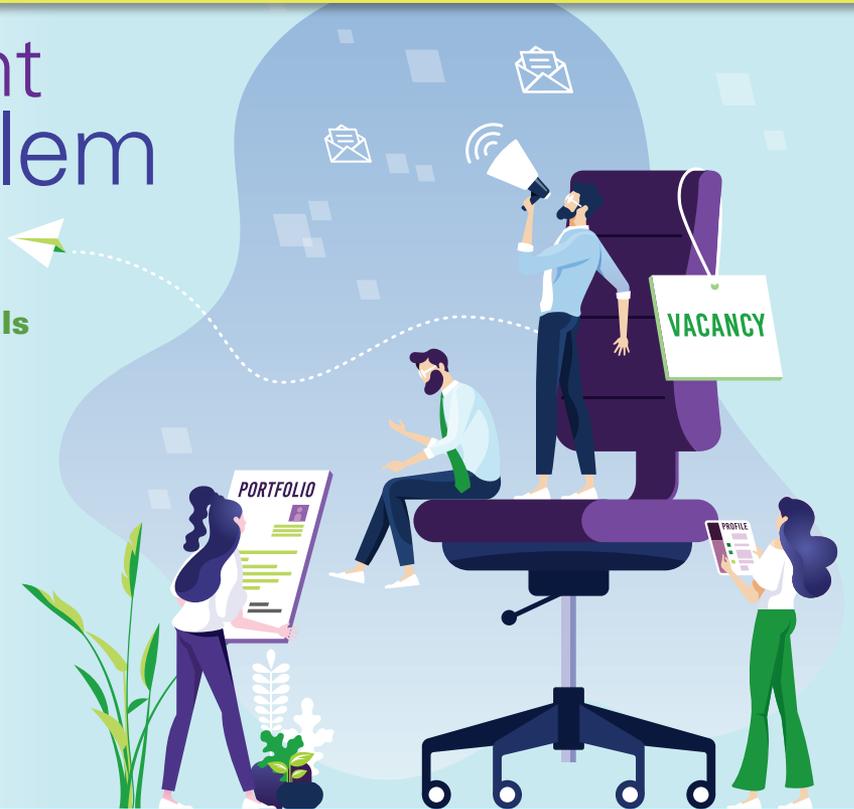
Deadlines:
Harassment
Prevention Training
Page 6

2020 ■ No. 2

Solve Your Talent Pipeline Problem in 2021

New groundbreaking study reveals candidate needs, preferences

Eight in 10 job candidates (80%), both active and passive seekers, foresee working for a new company in the next 12 months—despite, or possibly due to, the economic uncertainty caused by the coronavirus pandemic in the U.S.—according to the new Candidate Sentiment Study by ASA and its research partner ClearlyRated. Make sure your firm is positioned for maximum success and growth as a return to work escalates and talent seek staffing services. **SEE PAGE 3**



SAVE THE DATE!

APRIL 29–30 ★ VIRTUAL



2021 ASA
**STAFFING
LAW
CONFERENCE**

staffinglawconference.net

Top 10 Trends for Staffing in 2021

New Microsite Helps Firms Develop Their Strategic Roadmaps

After a year of uncertainty and volatility, firms that know what to expect will position themselves best for success in the year ahead. Whether your staffing company has a global presence or you are in fiercely competitive regional markets, a new ASA microsite—americanstaffing.net/2021trends—details 10 trends that provide valuable industry-specific insights that can help develop the strategic roadmap your company needs. **SEE PAGE 3**



Your **Legal and Legislative** Need-to-Know

When you don't have time to read everything a lawyer has to...

ASA Advocacy Efforts: 2020 in Review

Together We Will Rise to Even Greater Challenges in the Year Ahead

Covid-19 has presented the greatest legal and legislative challenge for the staffing industry since the Affordable Care Act. Developments have been rapid and unprecedented, implicating antidiscrimination, workplace safety, financial assistance, and other laws—often presenting novel issues. ASA activities have consisted of advocating before Congress, the Department of Treasury, and the Small Business Administration with respect to financial assistance for staffing firms; educating staffing firms and their clients about new laws as well as the application of existing laws to the new work environment; and working with other business groups and government to promote the use of staffing by essential businesses and industries.

At the federal level, ASA retained Squire Patton Boggs—one of Washington, DC's oldest and most respected lobbying firms—to represent the association before Congress, and Miller & Chevalier—one of Washington's pre-eminent tax firms—to represent ASA before Treasury and the Small Business Administration. **In the immediate aftermath of the pandemic, our efforts consisted of ensuring that officials took into account the unique nature of the staffing business model and that**

staffing firms would have access to capital. We met with more than 75 congressional offices, and our efforts were rewarded. We successfully stressed that the definition of small business for federal loans should be broadened to address not only headcount, but in the alternative the SBA's annual revenue threshold for small staffing firms—\$30 million and below. We also were successful in urging that the measuring period for loan forgiveness be lengthened; that workers who reject offers of re-hire be excluded from loan forgiveness calculations; and that the extra \$600 per week in unemployment insurance benefits not be extended, as they resulted in a labor shortage.

With respect to education, **ASA answered thousands of member legal questions; hosted numerous webinars and our first virtual Staffing Law Conference; and published numerous issue papers and resources** pertaining to federal loans and loan forgiveness, family and medical leave, and return-to-work and safety issues, among others.

At the state level, ASA defeated or rendered innocuous numerous antistaffing

bills, including temporary worker right-to-know, sales and other taxes, predictive scheduling, data privacy, conversion fee, nurse staffing, and other onerous bills.

But our work is not finished; **2021 could be the most challenging year we have ever seen at the federal level—no mean feat coming off 2020.** We have already seen two draconian antistaffing bills recently introduced in Congress that would establish a national staffing firm registry and require wage parity, ban conversion fees and long-term assignments, and impose other harmful restrictions. And we could well see similar, if not more onerous, proposals in the states.

But ASA is up for the challenge. **The legal team—senior vice president and chief legal and operating officer Stephen C. Dwyer, senior counsel Ed Lenz, government affairs counsel Toby Malara, and associate general counsel Brittany Sakata—will work tirelessly to protect your interests,** and we will rely on our lobbyists, political action committee StaffingPAC, and critical grassroots advocacy from members such as you to defend the industry and rise to challenges.



The study, available at americanstaffing.net/candidate-sentiment-study, delivers detailed data in four main categories:

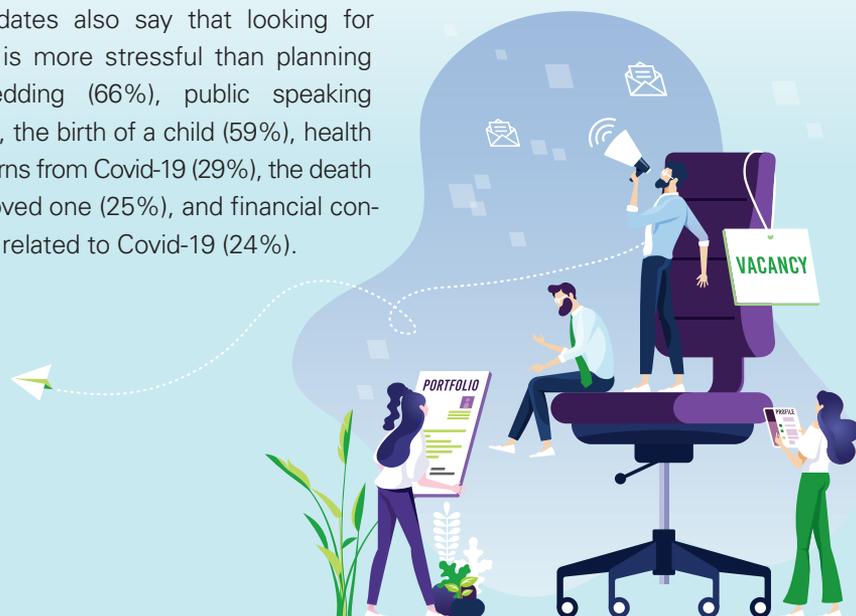
- How Candidates Decide Which Staffing Firm to Use
- Pandemic Impact on Candidates
- Job Search Process
- Staffing Firm Utilization and Satisfaction

ASA members can purchase this important study at a discount and use the data immediately to shape strategies toward 2021 growth. Here is just a brief look at some of the study's contents:

What Are Candidates' Preferred Working Arrangements?

Perceptions have changed regarding preferred work arrangements since the onset of the pandemic. Seven in 10 candidates (69%) find working remotely more desirable than at an office or other on-site location; six in 10 (60%) find permanent jobs more desirable than other types of employment arrangements; four in 10 (44%) prefer work as an independent contractor (working for themselves); and nearly a third (32%) are more open to working as a temporary employee through a staffing agency.

Candidates also say that looking for a job is more stressful than planning a wedding (66%), public speaking (65%), the birth of a child (59%), health concerns from Covid-19 (29%), the death of a loved one (25%), and financial concerns related to Covid-19 (24%).



How Do Candidates Look for Jobs?

The Candidate Sentiment Study also sheds light on candidates' perceptions regarding how they look for jobs (online vs. offline resources), the reasons why they decide to leave a job, and their experiences partnering with staffing agencies—with distinct differences reported among generations, industry sectors, races/ethnicities, and genders.

"To navigate the new world of work spurred by Covid-19, employers must be more attune to job candidate perceptions, needs, and priorities to effectively and strategically recruit and retain them," said Cynthia Davidson, ASA senior director of research. "The Candidate Sentiment Study contains a wealth of data and unique insights into the minds of prospective talent."

The study is available for purchase, with a discount for ASA members. **Learn more at americanstaffing.net/candidate-sentiment-study** about how this data can play a critical role in your company's strategic planning.



Get Ahead of These 10 Staffing Trends

1. Disruption
2. Diversity
3. Return to Work
4. Leadership
5. Adaptation
6. Resiliency
7. Pipeline
8. Data
9. Growth
10. Technology

The dedicated trends site gives in-depth analysis of each of the trends—including how the trend relates to staffing, how staffing companies can embrace and take advantage of the trend, and a list of key staffing industry suppliers that can help firms overcome the challenges associated with each of the trends—so they can establish a forward trajectory and prepare themselves to champion the opportunities of tomorrow.

Visit americanstaffing.net/2021trends to get expert insights on the top trends that are driving the industry right now.

Staffing Through the Pandemic

Like the U.S. economy, the staffing industry has been rocked to its core by Covid-19. In these unprecedented times, many staffing companies have faced extraordinary demands for workers in support of health care, manufacturing, and other essential needs.

“As the pandemic set in, employee safety took on even greater meaning, and so did running our businesses safely and efficiently,” says Joyce Russell, president of Adecco Group US Foundation and chairman of the ASA board of directors.

ASA stepped in early with actionable insights for its member staffing companies, creating a microsite with information on financial assistance available under the Coronavirus Aid, Relief, and Economic Security Act as well as timely updates on Covid-19 legislation and guidance on safe workplace practices.

The microsite now hosts numerous legal resources, webinar recordings, safety protocols, return-to-work policies, and much more. (Visit americanstaffing.net/Covid-19.) Here are just a few highlights of how the industry is weathering the pandemic, and resources ASA is providing to aid those efforts.

Pandemic Worries Vary by Race, Job Sector, and More

Employment and financial worries caused by the Covid-19 pandemic differ among demographic groups, according to a deep analysis into the results of the latest ASA Workforce Monitor® online survey conducted by The Harris Poll. People of color are more likely to be concerned about a variety of employment-related issues: Hispanic/Latino and Black/African American individuals are more worried than those classifying themselves as White/Caucasian about finding a job (68%/54%/45%), needing new skills to land a job (62%/56%/44%), transitioning careers or roles (57%/55%/42%), and the possibility of losing a job (58%/50%/40%).

Those employed in various industry sectors also have differing financial concerns amid the pandemic. In particular, people employed in engineering, IT, and scientific roles are more anxious about paying for child care (67%) and losing their job (62%) than those employed in other industries.



View and download more survey results and an infographic at americanstaffing.net/workforcemonitor.



Pandemic Success Stories

As Covid-19 began to take hold in the U.S. earlier this year, staffing companies emerged as critical partners in an effort to keep people employed, businesses running, and the country afloat. Supported by ASA insights and resources for navigating the Covid-19 pandemic and driven by an industrywide mission to help people find the work they need and want, staffing companies throughout the country rose to the challenge amid the pandemic. They met the needs of their clients while prioritizing the safety of temporary and contract employees. They continued to engage with candidates with safety measures in place. And they remained agile as situations and demands fluctuated.

The September–October issue of *Staffing Success* took a look at just a few of the firms that stepped up as heroes and made a remarkable difference.

- **Gilbert, AZ-based AB Staffing Solutions** saw an unprecedented surge in demand for doctors and nurses all across the country—but especially in New York City. They worked 24/7 to fill hundreds of positions, often in 24 to 48 hours. They checked licenses and certifications, worked with clients on credentialing, started background checks, and even cold called physicians that had never before been part of the staffing industry.
- **Cincinnati-based Gus Perdikakis Associates** helped a manufacturing client find niche talent experienced in the use of industrial sewing machines so that the factory could shift its efforts to producing masks, gowns, and other gear in support of frontline health care workers. By reaching out to the alumni network of a local university, the staffing firm was able to give recent design program graduates the opportunity for immediate and rewarding work.
- **Jefferson City, MO-based C&S Business Services** helped quickly staff multiple state entities including the Department of Revenue and the Department of Labor for positions in unemployment claims, banking, legal work, and general

customer service. The staffing firm also ramped up support to manufacturing facilities producing essential products and supplies.

■ **HealthTrust Workforce Solutions**

(a subsidiary of HCA Healthcare—the nation’s largest health care system) was called on to fill an excessive need for temporary workers to care for Covid patients. Challenges arose because older health care workers didn’t feel comfortable working at that time, and younger workers had competing priorities with child care at home; further, some workers agreed to come from across the U.S., but for only two to four weeks at a time.

Visit americanstaffing.net/digital to read the entire “Staffing Through the Pandemic” article, and **check out americanstaffing.net/covid-19 for even more success stories.**

Getting Employees Back to Work Safely

As part of a global endeavor to help employees return safely to work amid the pandemic, ASA launched the Safely Back to Work initiative to lead efforts in the U.S. The initiative and website at americanstaffing.net/safelybacktowork are based on the association’s work with the World Employment Confederation, Adecco Group, Manpower-Group, and Randstad NV.



The result is an online collection of safety-focused resources for employers and a high-profile pledge to the safety of all employees who are returning to job sites. ASA urges all of its members to download and use the free resources and take the pledge.

- Download the ASA Safely Back to Work Best Practice Protocols, which include 77 measures to help further employee safety in different industry sectors and work environments.
- Download the Covid-19 Safety Checklist, developed specifically for staffing company use by the law firm Seyfarth Shaw.
- Take the Safely Back to Work Pledge to show your company’s commitment to the health and welfare of your corporate and temporary and contract employees.

Once you submit your pledge to safety, your name and company name will appear in a real-time leaderboard on the page. Share your commitment on social media channels and encourage your colleagues to do the same. The Safely Back to Work site provides a variety of graphics for use on Twitter, Facebook, LinkedIn, and ASA Central. Use the hashtag #SafelyBackToWork and tag @StaffingTweets.

ASA Launches New ‘Staffing Starts’ Research Series

The ASA Staffing Index measures changes in staffing employment and provides real-time insight on economic health. However, the onset of the Covid-19 pandemic disrupted economic and employment cycles, plunging the nation into the crisis of 2020. The labor market has been volatile with stay-at-home orders flowing more than ebbing—making tracking not just staffing employment, but overall jobs, challenging.

This summer, the debate was whether we had hit bottom and what recovery will look like—in the shape of a V, U, W, or some combination. To gain a more forward-looking view and supporting statistics, ASA began collecting the number of new assignments staffing companies have placed temporary and contract workers in week-to-week (“Staffing Starts”)—augmenting the weekly ASA Staffing Index data.

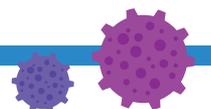
“Staffing starts give us another perspective on what’s happening with temporary jobs,” says Cynthia Davidson, senior director of research for ASA. “In weeks where staffing employment is down or the pace of growth slowed, but more staffing agencies are reporting placing a greater number of temporary employees in new assignments, there’s a glimmer of hope that the tide is turning and an upward trend in employment is on the horizon.”



In a recent ASA Staffing Index release, new temporary and contract staffing starts were up 44.5% on average (more than bouncing back after the Thanksgiving holiday), with 67% of staffing companies reporting gains in new assignments week-to-week.

ASA Staffing Index data show a wide U-shape or swoosh recovery, which indicates—at least for now—that staffing job losses have stabilized and are on the rise. Corroborating these findings are the new Staffing Starts, which generally continue to grow each week.

Follow the weekly Staffing Index—along with other metrics that let you see the staffing industry’s past, present, and future—on the ASA Data Dashboard at americanstaffing.net/dashboard.



Deadlines Approaching— Get Harassment Prevention Training for Temporary Workers

ASA has partnered with Kantola Training Solutions to provide a full-service, cost-effective solution for the harassment prevention training needs of staffing companies.

It's easy to administer and keeps records for you—it can even track the time an employee spends on training. The training was co-developed with Littler, the world's largest labor and employment law firm.

In Illinois, employees must be trained by Dec. 31, 2020; in California, staffing firms' internal employees must be trained by Jan. 1, 2021, and temporary employees must be trained beginning Jan. 1, 2021. In Connecticut, certain

employees must be trained by Jan. 1, 2021. The training requirements in Delaware, Maine, and New York have been in effect for some time. **Visit americanstaffing.net/harassmentprevention for more information.**



Prepare for the Future of Staffing

Today, nearly every industry is undergoing its own version of digital transformation, driven by increased global access to the internet, advances in technology, and changing consumer behavior. The staffing industry is no exception.

What does the staffing firm of the future look like? In an expanded edition of the *Staffing Company of the Future* ebook, we imagine that future—providing strategic insight for staffing leaders and vendors.

Visit americanstaffing.net/techcenter for the updated ebook, featuring new data on the coming digital transformation—so your firm can prepare for the future and consider new ways of generating value.

Mark Your Calendar for 2021!

Don't miss out on 2021 ASA State of the Industry webinars. These valuable quarterly presentations by the industry's leading analysts deliver the business intelligence your company needs to make informed decisions that can drive growth, engage more talent, and support operational excellence.

2021 Webinar Schedule

- March 30
- June 29
- Sept. 21
- Dec. 14

All take place 3–4 p.m. Eastern time (subject to change). When you register for one ASA State of the Industry webinar, you can access past presentations on demand. ASA-certified professionals can also earn CE hours toward certification renewal.

Help Support the Future Workforce by Supporting the ASA Foundation

This year, the ASA Foundation is again supporting fundraising efforts for its philanthropic partner, Jobs for America's Graduates—specifically, to provide scholarships for the JAG National Student Leadership Academy.

Each year, the academy program hosts 800 student delegates from across the nation to participate in three days of professional and personal development activities. The cost to attend ranges from \$1,000 to \$2,000—quite steep for deserving, but economically disadvantaged, youth. Your donation will help remove this financial burden for a select group of JAG student scholars.

By contributing to the ASA Foundation JAG scholar fund, you will provide a

high school student a life-changing experience that will help shape their professional future in the workforce.

Give to the ASA Foundation JAG scholar fund at americanstaffing.net/foundation before the year ends—and help spread the word on social media using the hashtag **#ASACares**.



ASA Thanks Its Volunteers

Every day, ASA members benefit from the efforts of the many volunteers who contribute time to the association:

- Board of directors
- Chapter leadership
- Committees
- Contributors to ASA publications
- Councils
- Staffing World® volunteers
- Taskforces
- Training and education content leaders
- Working groups

ASA thanks all those volunteers who dedicate time to helping further association initiatives on behalf of the industry. Visit asacentral.americanstaffing.net and view the "ASA Thanks Its Volunteers" blog post for individual recognition. This year, the association also made a donation to Jobs for America's Graduates on behalf of ASA volunteers.



ASA Central

2020 Most Valuable Contributors

Thank you to all the professionals who use ASA Central, the association's dynamic online networking platform just for the staffing industry, and have helped make it such a success. The individuals below are recognized for their exceptional commitment to contributing thought leadership and insight on the platform.

Stacy Casaz, CSP, CSC
Renee Fulton
Kristen Harris, CSP
Sara Luchsinger, CSP
Ryan Mann, CSC
Jay Mattern
Carl Rudolph, CSP
David Schek
Tiffany Thompson
Catherine Volpe

With nearly 5,000 discussions and more than 23,000 individuals, ASA Central has become a valuable resource for members to gain peer feedback and guidance on industry trends and issues. Visit asacentral.americanstaffing.net to join the conversations.

Scott Bicksler Named 2020 Volunteer of the Year

Bicksler—lead safety manager at Aero-tek in Rockford, IL—has been named the 2020 ASA Volunteer of the Year. He was honored virtually during the Wednesday Super Session at Staffing World 2020, the association's annual convention and expo.

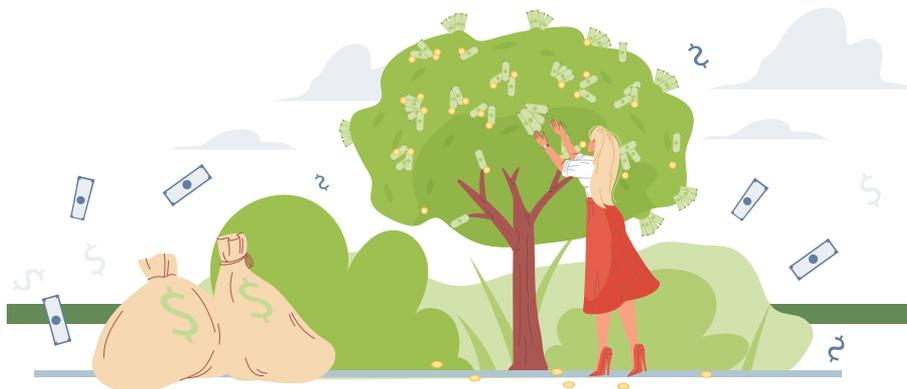
The Volunteer of the Year award is selected through nominations from volunteer peers, and Bicksler's nominations exemplified what it means to give back. As a volunteer for eight years, Bicksler's passion and commitment to safety in the industry have been noticed by many. His vast knowledge and experience with safety, the staffing industry, and Occupational Safety and Health Administration regulations make him an excellent co-chairman to the ASA Employee Safety Committee, on which he has served since 2013.



Bicksler has also served as a volunteer with California Staffing Professionals, an ASA-affiliated chapter. A fellow volunteer of Bicksler's said: "He is an invaluable member of these committees and is always agreeing to assist ASA in safety-related legislation comments and other state and federal agency initiatives."

In addition to serving as an ASA volunteer, Bicksler is also a member of the Centers for Disease Control and Prevention National Occupational Research Agenda services sector council, which helps stimulate innovative research and improved workplace practices.

ASA
VOLUNTEER
OF THE YEAR



Your ASA Membership ROI

Because you're an ASA member...

- **Take advantage of virtual section networking calls**, which give members a chance to network with their sector peers on the topics they find most pressing. Check americanstaffing.net/events to see a list of upcoming calls in 2021.
- **Get low member pricing on industry-leading education and certification products and certifications**—including the Certified Staffing Professional®, Technical Services CertifiedSM, Certified Search Consultant®, and Certified Health Care Staffing Professional® exams. Visit americanstaffing.net/certification for more info.
- **Quickly access an arsenal of past *Staffing Success* research articles**, featuring timely data-driven information that provide insights and benchmarks for staffing companies. Visit americanstaffing.net/research and click on “Staffing Success Research Articles” in the right navigation.

In Case You Missed It...

ASA Virtual Event Recordings

This year ASA hosted several virtual events—including Staffing Connect, Staffing Law Conference, and Staffing World, as well as events for staffing company owners and advancing women in leadership. If you missed any of these great sessions (or just want to revisit them), visit learn.americanstaffing.net to access or purchase the recordings.

Renew Your ASA Membership Today!

Ensure success in the New Year and maintain access to the industry's most reliable and current resources for staffing firms. Return your ASA renewal form or visit americanstaffing.net/renew.

Visit americanstaffing.net/webinars to listen to the on-demand webinar “Maximize Your ASA Membership” and learn more about your member benefits.



American Staffing Association

**Vice President,
Membership and Engagement**

Kelly G. Verberg

Senior Director, Membership

Simone Bielsker, CAE, TSC, CSP

Senior Director, Publishing and Marketing

Marlene L. Hendrickson

Senior Manager, Publishing

Stephanie Kern

© 2020 by the American Staffing Association Inc.

No part of this publication may be reproduced without permission. For more information about ASA, visit americanstaffing.net or call 703-253-2020.