



## Tip Sheet: How to Submit a Successful Application

Do you have an exceptional temporary or contract employee who stands far above the rest, and who can serve as a perfect ambassador for the staffing industry? Nominate your shining star for the National Staffing Employee of the Year program.

Finalists, called “All-Stars,” also will be named in each of five industry sectors, if merited

- Engineering, IT, and Scientific
- Health Care
- Industrial
- Office–Clerical and Administrative
- Professional–Managerial

The All-Stars fill an important role as “faces” of the staffing industry for this year and beyond—representing the success stories of real temporary and contract employees.

Here are several tips to help ensure that your application for this award program will meet all the criteria to be strongly considered by the judging panel. **Before submitting your application make sure that you check that all of these mandatory conditions have been met:**

- ✓ The temporary or contract employee must have worked through your staffing company some time since May 1, 2020.
- ✓ If a contract employee, he or she must be an employee of your firm—not an independent contractor.
- ✓ Your company must have approval from the client to disclose its name as the place where the nominee works or worked in ASA promotional materials.
- ✓ Your firm must confirm that the nominee understands that he or she will serve as a “face” of the staffing industry, and will be required to participate in a photo and video shoot (in his or her hometown) for public relations purposes.
- ✓ Your company must confirm that the nominee is willing to be filmed for his or her award acceptance video to be shown during a special award ceremony at Staffing World® 2021 (Sept. 28–30, in Denver). It is strongly recommended that a representative from your firm be able to travel to the convention and attend the ceremony.

When completing the online application form, be careful to provide all requested information, and ensure that all required fields are filled in. When completing the short “essay” section of the form that allows you to describe, in your own words, why your temporary or contract employee should be honored:

- Be as specific as possible in describing how your temporary or contract employee personifies one or both of the staffing industry’s key messages of bridge and flexibility.
  - **Bridge:** The ability to bridge or transition from a temporary or contract position to a permanent job. Was your employee offered a permanent position with a client for which he or she excelled during a particular assignment? How did this offer of a permanent job positively affect the employee’s life? How did the skills the employee acquired while working on a particular assignment affect his or her future career prospects? Did the employee receive any special training on the job that helped him or her land a permanent position? Did the employee achieve his or her goal of a permanent job after graduating from school due to his or her experiences in staffing? Was this employee part of the long-term unemployed or an underserved population and able to gain permanent employment through his or her experiences?

- **Flexibility:** Schedule flexibility provided by temporary or contract employment. How did this flexibility make a difference for this particular employee's quality of life? For instance, was the employee a single parent who needed flexibility to balance work responsibilities with the needs of his or her children? Was the employee the primary caregiver of an elderly relative and needed this flexibility to perform essential responsibilities associated with this role? Did the employee choose staffing because he or she was a student and needed a flexible schedule to balance school and work? Is the employee working as a temporary or contract employee to allow him or her to pursue professional development, entrepreneurial, or philanthropic pursuits?
- Tell a good story about why this temporary or contract employee is unique. Did he or she overcome any major obstacles? How did the employee's experiences in staffing change his or her life in a positive manner? Why is this particular employee a role model for others in the staffing industry?
- Avoid providing commentary about the employee's work ethic and dependability. These factors are, of course important, but not applicable to this awards program.
- If possible, offer some insight into your company's working relationship with the employee. What makes this relationship special? Did the employee have a close, professional relationship with his or her recruiter? Is he or she a long-time employee of your staffing firm?

If you need additional guidance, email [NSEY@americanstaffing.net](mailto:NSEY@americanstaffing.net) or call 703-253-2020 and ask for a member of the ASA public relations team.

**Best of luck!**