



American Staffing Association

STATE OF THE STAFFING INDUSTRY

Driving Success in 2017 Trends, Challenges, and Opportunities

Karenjo Goodwin, Second Vice Chairman, founder and chief executive officer, Exact Staff Inc.

California Staffing Professionals 2017 Annual Staffing & Recruiting Conference

May 5, 2017

Trivia

Where and when does Staffing World 2017 take place?

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Chicago, IL, Oct. 24-26

Trivia

Where can job seekers explore pursuing staffing as a career?

Trivia

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staffingasacareer.net

Trivia

How many of the 43 members of the of the ASA Leadership Hall of Fame have had operations in California?

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30 (70%)

Trivia

If California was a country, where would its economy rank globally?

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6th largest economy in the world

Trivia

Last year ASA celebrated its 50th anniversary at Staffing World in San Diego.

What musical group performed at the ASA grand finale?

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Bare Naked Ladies

Trivia

With the leadership and assistance of lobbyists Mike Robson and his partner Alan Edelstein, CSP and ASA turned back a proposal to tax staffing firm payroll in California. If that tax had been enacted, how much would it cost staffing firms and their clients today?

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Estimate that a five percent tax on payroll is around \$600 million.

Trivia

ASA was founded in 1966 under what former name?

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**Institute of Temporary
Services**

Trivia

What NEW ASA Safety program will participants receive an on-site consultation and a summary report of the findings?

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Safety Standard of Excellence Program

Corporate Partners



ASA State of the Industry

- ASA Strategic Initiatives
- 2016 Review and 2017 Trends
- 2017 Legislative Update
- ASA for the industry

Strategic Plan

OVERALL GOAL: To position the industry as an essential driver of workforce innovation, growth, and public policy solutions by

- Engaging thought leaders from diverse communities and disciplines to develop innovative workforce solutions to meet the needs of members, workers, and businesses
- Promoting the industry and the value of its services to clients, workers, and the public
- Offering constructive solutions to workforce issues that expand and enhance the industry's public policy and advocacy role at the national and international levels
- Creating a solution-focused public identity for the industry that better reflects the association's expanded mission and the scope of its members' services

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EXTERNAL OBJECTIVES

- Expand public policy advocacy and thought leadership
- Promote the industry
- Enhance operational excellence



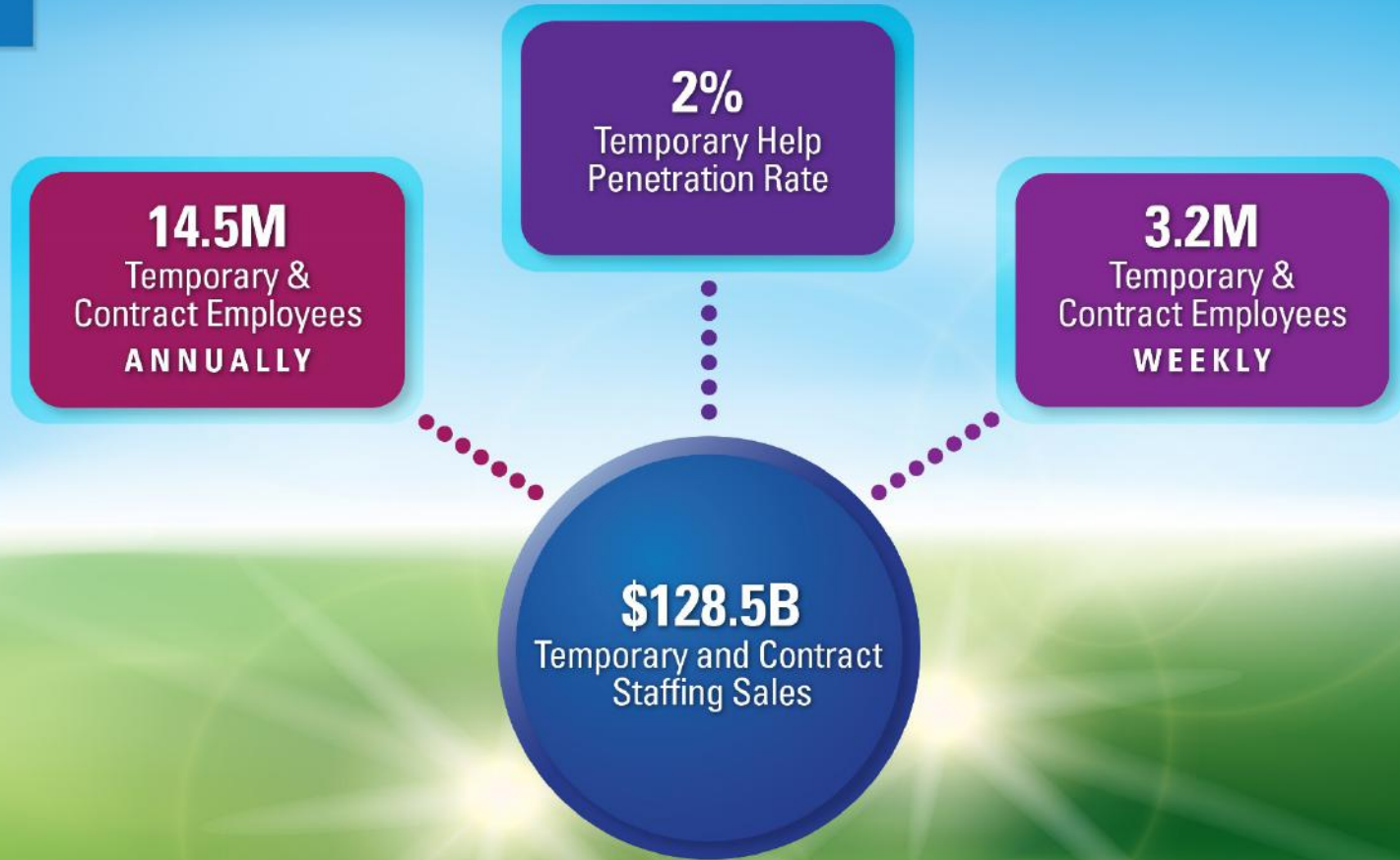
American Staffing Association

2016 Review and 2017 Trends



Temporary & Contract Staffing Overview

STAFFING STATS 2016



Track Weekly Staffing Employment

GET REAL-TIME
STAFFING
EMPLOYMENT
DATA



Tap Into the
ASA Staffing
Index

- Provides a current snapshot of the economy
- Tracks weekly changes in staffing employment
- Lets you compare your company with national trends
- Only three questions

The ASA Staffing Index

93 | 1.64%

Staffing jobs in the week ending 3/19/2017 increased 1.64% from the prior year.

Monitor Quarterly Staffing Trends

- Provides staffing sales, payroll, and employment
- Reports quarterly and yearly changes
- Graphs sales and gross margin growth by sector and company size
- Only seven questions



Benchmarks for Data Driven Decisions



- Provides sales, expense, profit, and personnel performance metrics
- Statistics for temporary and contract staffing, and direct hire
- New platform including custom filters and report downloads
- Free reports for survey participants

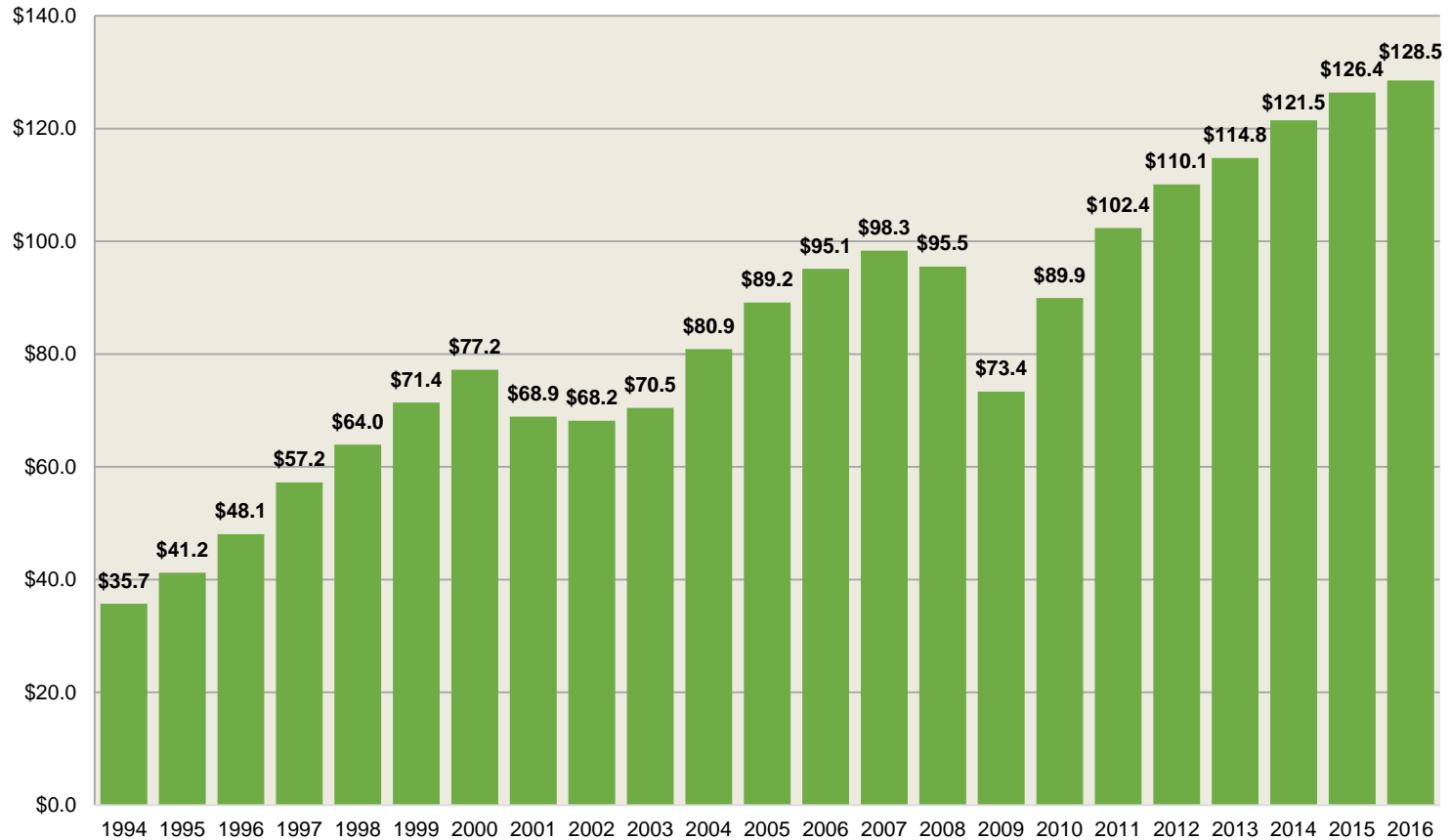
Corporate Employee Salaries & Benefits

- Comprehensive view of internal corporate employee salaries and benefits
- New platform including custom filters and executive compensation
- Free reports for survey participants



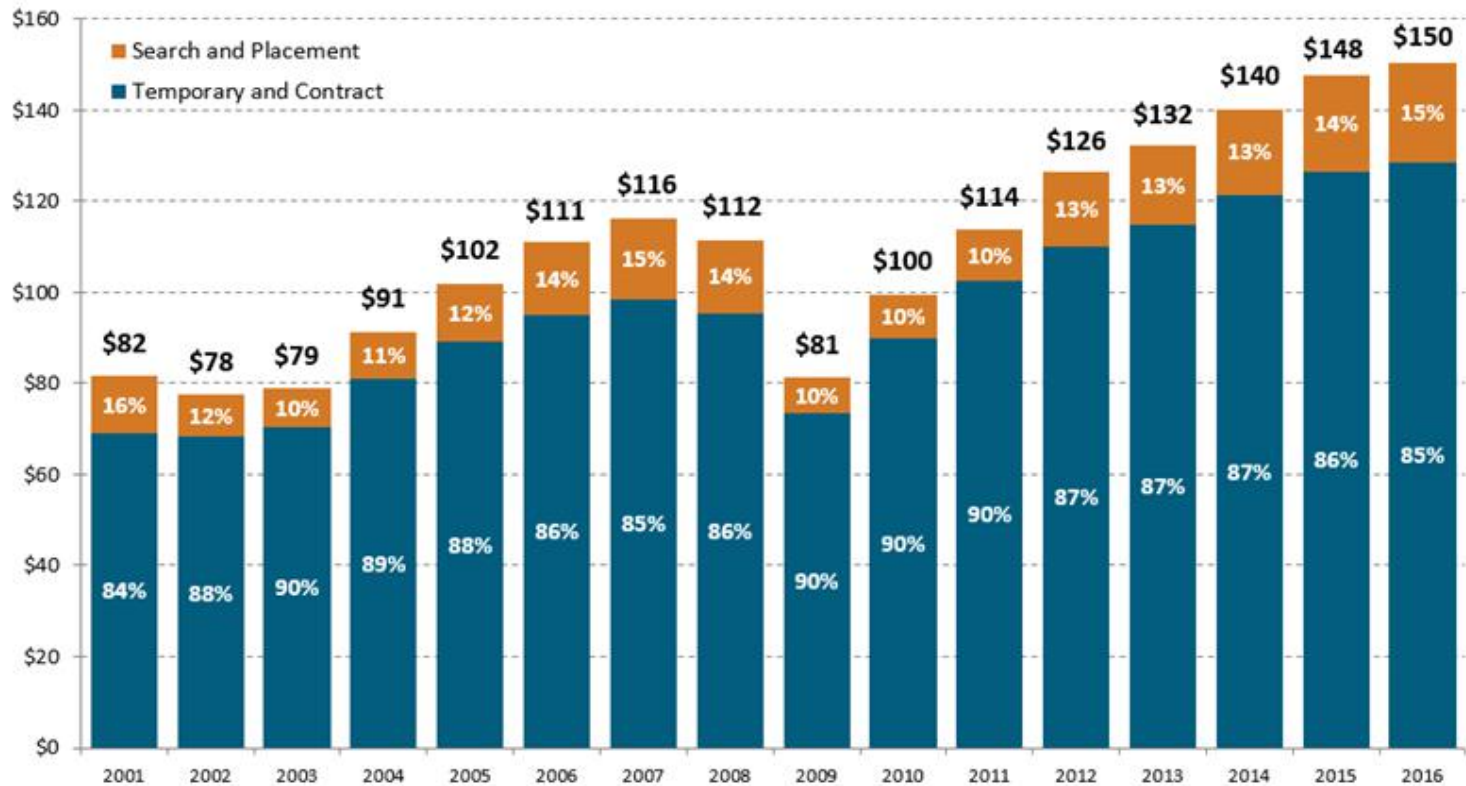
Staffing Sales Totaled \$128.5 Billion in 2016—Up 1.7%

Total Annual Temporary and Contract Staffing Sales (in Billions)



Staffing & Recruiting Sales Totalled \$150.4 Billion in 2016—Up 1.8%

Sales (Billions of U.S. Dollars)—Annual Totals for Staffing and Recruiting Industry



In 2016, Staffing Firms Employed 1,710,443 Workers in California

- Average number of temporary workers each week: 378,417
- Annual staffing employment: 1,710,443
- Average annual earnings per job: \$39,581
- Estimated number of offices: 3,730
- Total annual sales: \$24.9 billion



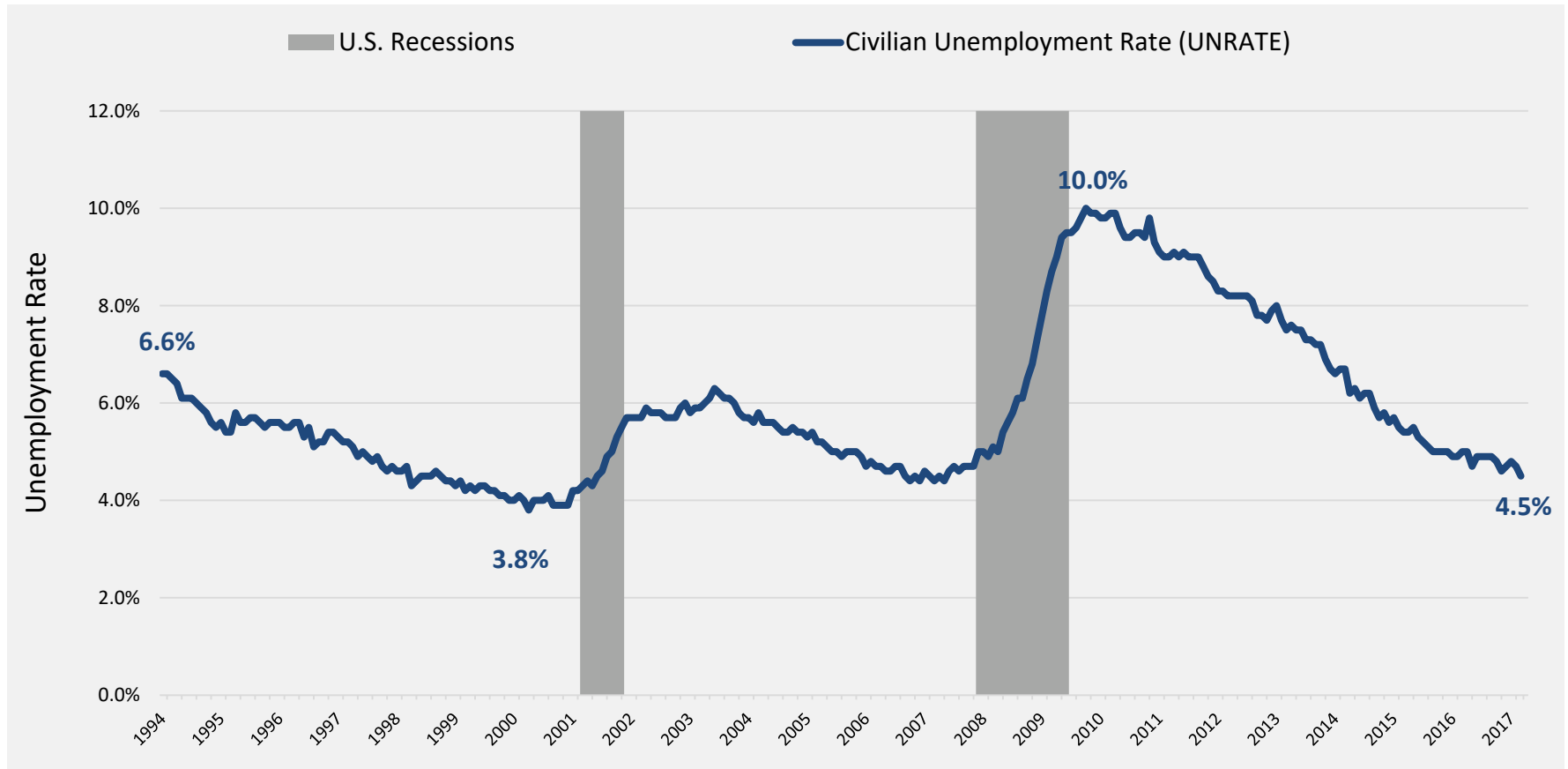
Staffing Is a Bridge to Permanent Employment

Staffing Industry

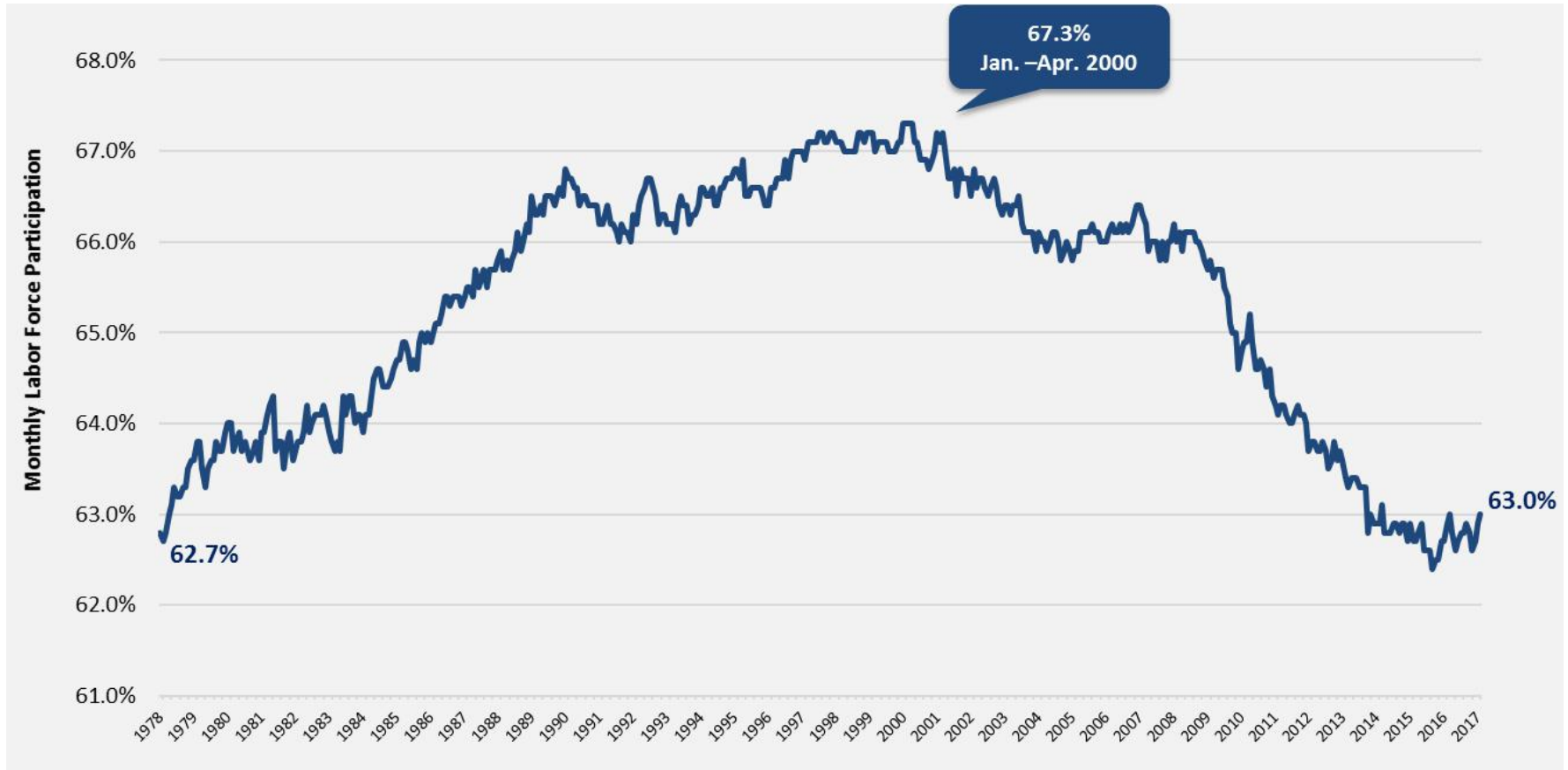
7.1 Million Americans

Permanent Employment

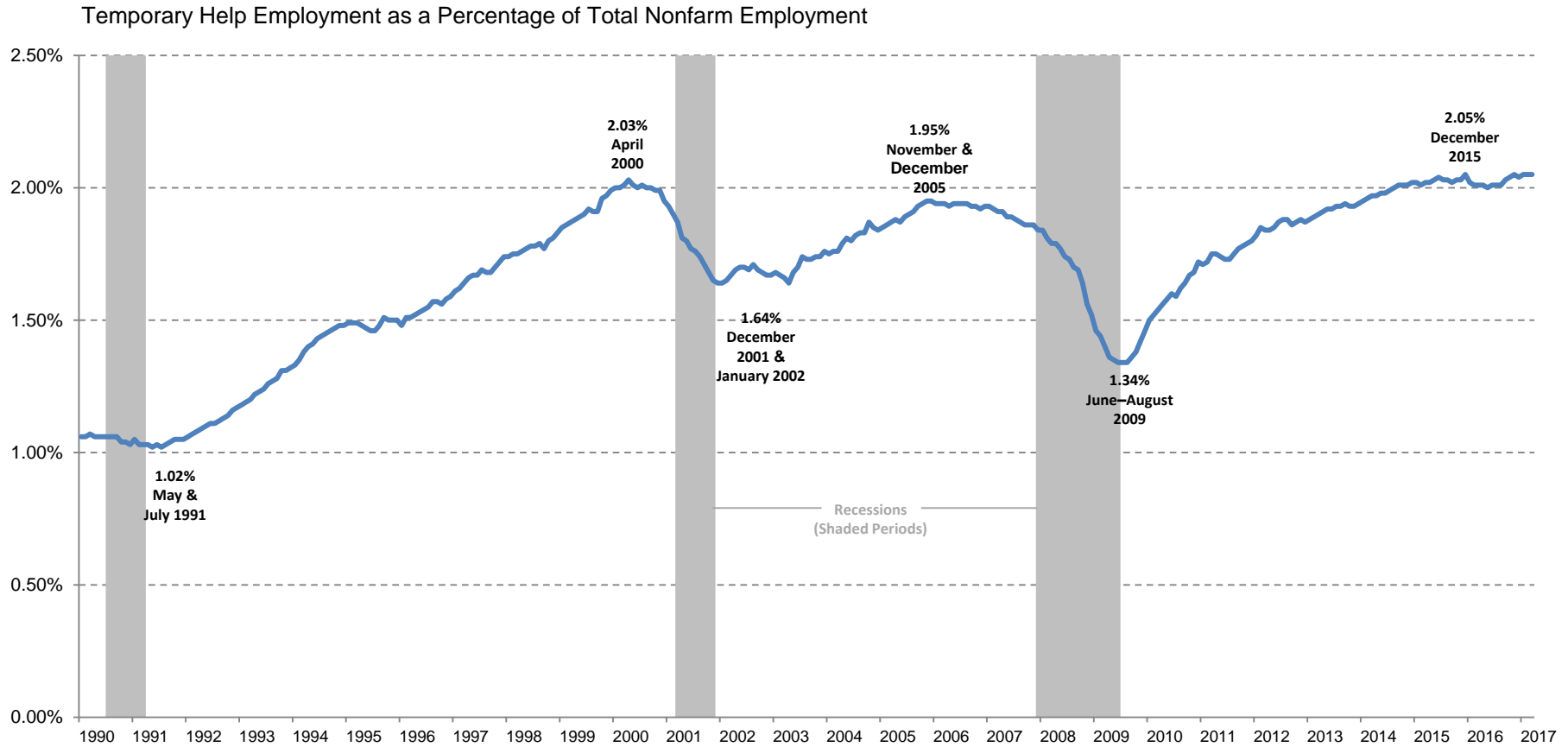
Unemployment Has Declined



Labor Force Participation Is Low

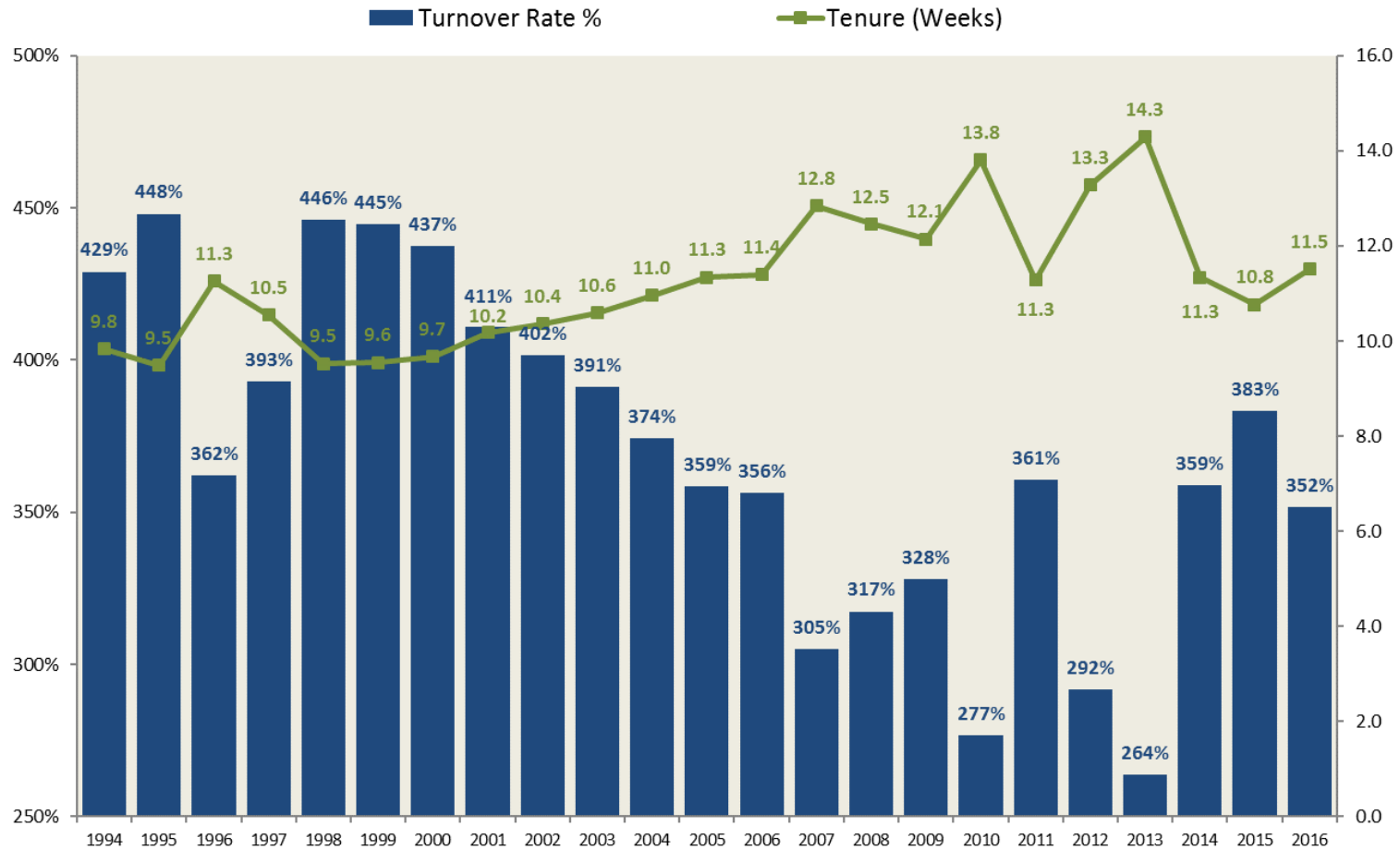


Staffing Penetration Rate Steady

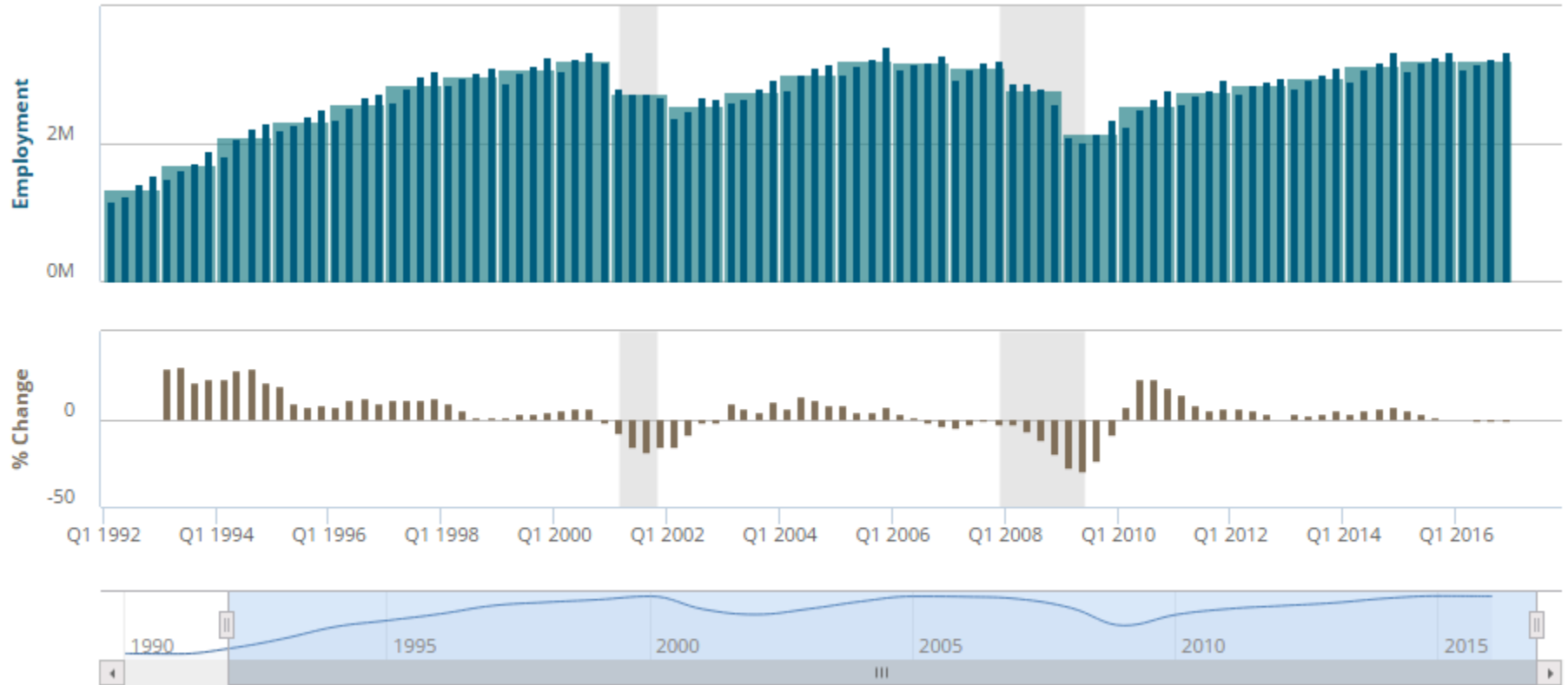


Temporary and Contract Employee Turnover & Tenure

Turnover Decreased to 352% While Tenure Increased to Nearly Three Months



Staffing Jobs Holding Above Weekly Average of 3M



Data Last Updated: March 14, 2017 11:54 AM

Legal and Legislative Resources

- Updates on important developments
- Issue papers and legal/legislative information
- Webinars and conferences
- Members legal questions
- Model contracts and best practices
- Staffing laws and regulations

Upcoming Webinars

americanstaffing.net/webinars

- May 17: Connect with Your Community Using ASA Central
- May 24: ASA Research & Data—What, Where, and How
- May 31: Maximize Your ASA Membership



Making Temporary Worker Safety a Priority Across All Industry Sectors

Learn more at americanstaffing.net/safety.

You'll find program criteria, a preliminary assessment tool, and much more.



staffingasacareer.net

Addresses top challenge for staffing companies:
recruiting corporate staff

- Free downloadable video (recently updated)
- Directory of firms that offer internships and management training programs
- Messaging about the benefits of a career in staffing
- New volunteer opportunity—ASA Staffing as a Career Ambassador

RightSkill Recruiter Program: New Source for Recruiters

The screenshot shows a web browser at the URL rightskill.com/job-seekers/asa/. The page features a navigation bar with 'Home', 'Employers', 'Job Seekers', 'About', 'Contact', and 'Course Sign In'. Below the navigation bar, there is a blue banner with 'Job Seekers' and 'Course Sign In'. The main content area is titled 'Entry-Level Staffing Recruiter' and includes a circular icon with two silhouettes and a magnifying glass, with a blue button labeled 'APPLY NOW'. The text describes the course as 'Essentials of Recruiting for the Staffing Industry, developed in collaboration with the American Staffing Association'. A section titled 'Self-paced online learning' describes the course content and job titles. The page also mentions the partnership with CareerBuilder and Capella Learning Solutions.

The RightSkill Program

Home Employers Job Seekers About Contact Course Sign In

An Innovative partnership program between CareerBuilder and Capella Learning Solutions

CAREERBUILDER / Capella Learning Solutions

Job Seekers

Course Sign In

Entry-Level Staffing Recruiter

APPLY NOW

Essentials of Recruiting for the Staffing Industry, developed in collaboration with the American Staffing Association

Self-paced online learning

This course prepares you for an exciting and rewarding career as an entry-level staffing recruiter. After completing this RightSkill course, you'll be ready to leverage your newly acquired skills as an entry-level staffing recruiter to help companies with their most important asset – their people, and help people with one of the most important part of their lives – their career.

Job titles include entry level recruiter, associate recruiter, junior recruiter, associate talent acquisition specialist and junior talent acquisition specialist.

This course was developed in collaboration with the American Staffing Association.

rightskill.com/job-seekers/asa/



Earn Your ASA Credential

- Add value to your business relationships
- Expand your industry knowledge
- Elevate your career



Certified Staffing
Professional®



Technical Services
Certified™



Certified Search
Consultant®



Certified Health Care
Staffing Professional®



Women in Leadership Interest Group

- Launched in March 2017
- Update your profile to join
- Members learn about professional development and educational opportunities to strengthen and advance women leaders

Celebrating Staffing



Sept. 18-24



National Philanthropic Partner

JOBS *for* AMERICA'S GRADUATES



americanstaffing.net/jag



STAFFING[®] WORLD

2 0 1 7

Oct. 24-26 ■ Chicago, IL
ASA Convention & Expo



2017
ASA STAFFING LAW
CONFERENCE
May 11-12 | Washington, DC





- Join over 22,000+ of your industry peers
- Share expertise and ask questions about industry topics
- Use the directory to search for peers by sector, job responsibility, geographic location, and more.

asacentral.americanstaffing.net



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linkedin.com/company/american-staffing-association



[@americanstaffingassociation](https://instagram.com/americanstaffingassociation)



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Thank You!

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