

ASA  
American Staffing Association

# Building a Sustainable Corporate Social Responsibility Program

ASA  
WEBINARS

April 9

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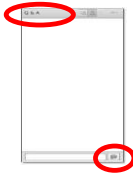
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## How to Ask a Question

- Q & A Pod
  - Type your questions into the Q & A pod and click the send question icon.




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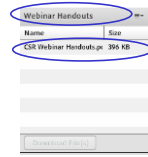
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## How to Access Today's Handouts

- Webinar Handouts Pod
  - Click the link in the webinar handouts pod to download today's presentation.



Name	Size
CSR Webinar Handouts.pptx	395 KB

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### How to Submit Your CE for This Webinar

- Visit [americanstaffing.net](http://americanstaffing.net) and click on Education & Certification.
- Click on “CE Status and Submission Form” on the left to access the continuing education submission form and to view your CE summary.




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American Staffing Association



# CARE

*Working for the Greater Good*

- Recognizes outstanding CSR initiatives among ASA member companies, associate members, and affiliated chapters
- Winners featured in ASA publications, on website, and in public relations campaign
- Learn more at [americanstaffing.net/awards](http://americanstaffing.net/awards)
- Entry deadline is **July 1**

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### Today’s Presenters

- Suzy O’Connor, director of staffing, Action Associates
- Hetal Parikh, president, Rangam Consultants Inc.
- Lloyd Songne Jr., director of military programs, Volt Workforce Solutions
- Katie Dunwell, vice president of marketing, Volt Information Sciences

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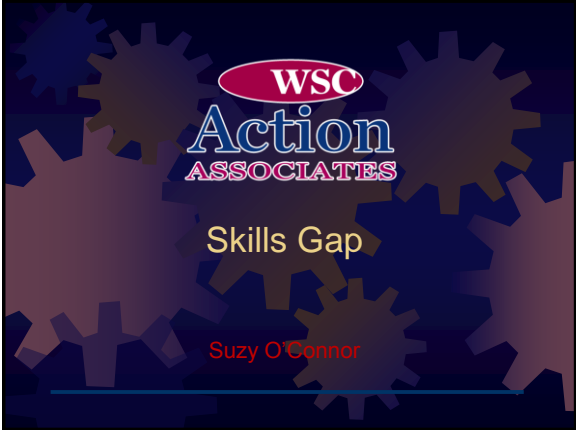
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WSC  
Action  
ASSOCIATES

Skills Gap

Suzy O'Connor

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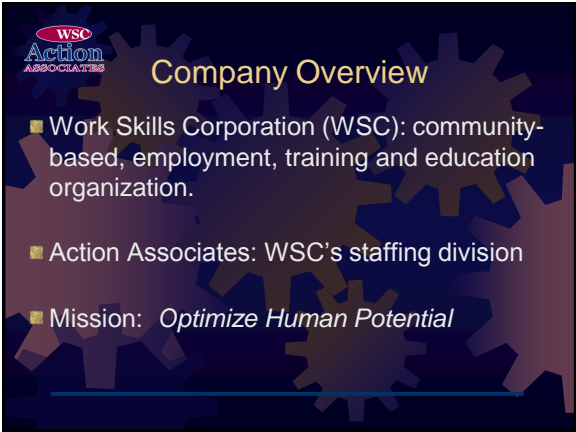
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WSC  
Action  
ASSOCIATES

Company Overview

- Work Skills Corporation (WSC): community-based, employment, training and education organization.
- Action Associates: WSC's staffing division
- Mission: *Optimize Human Potential*

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WSC  
Action  
ASSOCIATES

Corporate Culture

- We are "...responsive to the broader concerns of the community, including desire for improvement in the quality of life, equal opportunity for all, and the positive use of human development."

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**WSC**  
**Action**  
**ASSOCIATES**

## Lack of Skilled Workers

**Threatens:**

- Economy
- State
- Community
- Business

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**WSC**  
**Action**  
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## Hard Facts

- Baby boomers are retiring
- Succeeding generations are smaller
- Low skilled jobs are becoming obsolete or moving offshore
- Higher skilled jobs are replacing lower skilled jobs
- America's talent pool is decreasing; China's & India's are increasing
- Shift in focus from vocational to four-year school
- Apprenticeship programs are significantly reduced

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**WSC**  
**Action**  
**ASSOCIATES**

## Wake Up Call



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## Our Challenge

Meeting Employer and Employee Needs

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## Good News

- Those organizations that prepare for the labor & skill shortage will do well!
- Providing a reliable supply chain of skilled workers is critical (and can be done).
- Training and re-training stimulates job growth and economic recovery.
- By now the shortage is "accepted" and employers are willing to work to find creative solutions.

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## Strategy

- Partnerships with Michigan's Workforce Development Agencies, Michigan Economic Development Corporation, Community Colleges, and high schools
- Educate and facilitate services for area businesses to increase the skills of their employees and develop their workforce

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## Implementation

- Assistance in acquiring competitive awards
- Facilitation of comprehensive training needs assessments and coordination of customized curriculum and training programs
- Promotion of apprenticeship programs and co-op positions or internships
- Customer-specific job fairs and hiring events

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## Results

- \$150,000 in awards and grants
- Customize skilled trades training program completed by over 120 employees with more enrolling each month
- State of Michigan with a 2014 Prosperity Award

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## Best Practices

- Meet an unmet need
- Clear objectives and goals
- Don't ignore business fundamentals—leverage operational competencies
- Partner with experts

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**Volt Military Heroes Program**  
 Securing the Talents of America's Veterans

Lloyd Songne | Director, Military Programs  
 Katie Dunwell | Vice President, Marketing

**VOLT**  
 Workforce Solutions

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### Volt Military Heroes Program Defined

#### What is it & what does it do?

- Officially launched in 2009
- Connect military community with a job
- Identify skills, training & leadership attributes

#### How?

- Outreach to veteran communities, including combat-wounded
- Collaborate with clients to provide best possible employment

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### How VMHP Became Our CSR

- Volt co-founder, Jerome Shaw, served in the Navy during WWII & used the GI Bill to earn an engineering degree
- Committed to supporting the military community with new opportunities
- Honoring the service of our volunteers & their families by creating career opportunities for veterans and spouses of active duty military

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## Selecting Your CSR—Our Best Practices

- Select a program because it matters to your company, not just because it's popular
- Define the program as national, regional or local
- Ensure executives are engaged and involved, then include internal teams
- Continuous dedication & teams, not part-time
- Program should become part of "who we are"
- Involve/support outside organizations
- Make sure you're embarking on this path for the right reasons
- Continually measure success and refine as necessary to remain relevant

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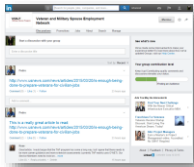
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## Promoting Our CSR

- Website
- Social Media
- In-Person Networking
- Building Trust



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Workforce Solutions

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**RANGAM**  
CONSULTANTS INC.  
*powerful staffing solutions*

**RANGAM CARES**

*COLLABORATION. COOPERATION. COMPASSION.*

Sponsored by Rangam Consultants Inc.

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## A Quick Glance at Rangam Consultants Inc.



- **Founded in 1995, New Jersey—Temp Staffing from 2003**
- **Headquarters:** Somerset, NJ, USA

### Branch offices:

- New York, NY, 10001
- Alpharetta, GA, 30004
- Irving, TX, 75038
- Toronto, Ontario, Canada
- London, England
- Multiple offshore locations in India

- **Strength:** 450 employees

### Awards:

- ASA Care
- Verizon Powerful Answers



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## About Rangam Cares



### Background:

- An internal division with strong ties to the autism community

### Areas of Focus:

- Highly challenging areas such as jobs, special needs education, and health care management

### Contributions:

- Financial contributions to special needs service providers—Eden Autism Services and more
- Donating iPads and free teaching tools for early intervention programs—St. Peter's Children's Hospital
- Working with higher education institutes for the college support program for students with autism—OASIS program at Pace University

### Collaboration:

- New Jersey Institute of Technology
- Autism Speaks
- Eden Autism Services
- St. Peter's University Hospital
- ECLC of New Jersey
- Several special needs schools in NY and NJ

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## Best Practices Adopted by Rangam Cares



- Identify that social issues and strategic decisions are independent of each other—not causal
- Integrate the cost or revenue impact of social issues in the core business model
- Blend internal stakeholders' originality with external stakeholders' drive for innovation
- Encourage the top management team to be socially cohesive
- Be an emotional leader
- Put people first
- Brand sustainably
- Set short-term, measurable goals
- Build a culture of meritocracy

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A PROJECT BY AUTISM

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## Need for Rangam Cares Program for Autism



### Goals of Rangam Cares:

- Promote research for the cause and cure of autism through the utilization of technology—*Sponsor at least one research project per fiscal year*
- Collaborate with autism community leaders and experts to bring innovation in special needs classrooms and homes—*One partnership project per fiscal year*
- Promote employment for adults with autism through [The Spectrum Careers Program](#)—*Provide jobs to minimum 25 people with autism per year*
- Innovation through technological integration for independence for adults with autism—*Develop one free app per year for the autism community*
- Reduce the cost of autism care and management through efficient technology—*Long-term goal*

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A PROJECT BY AUTISM

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## What is The Spectrum Careers Program?



The Spectrum Careers is a trailblazing collaboration between Autism Speaks and Rangam to promote employment in the autism community.



World's leading autism science and advocacy organization



Award-winning staffing company with strong ties to the autism community

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A PROJECT BY AUTISM

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The Spectrum Careers In Motion 

[Video 1: What is The Spectrum Careers?](#)  
[Video 2: How The Spectrum Careers Works](#)  
[Video 3: The Spectrum Careers App](#)

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Thank You 

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Questions?

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### Thank You for Attending

- Today's webinar has been recorded
- Recording will be available within two business days
- Qualifies for continuing education credit

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### Mark Your Calendar

- April 15: Maximize Your ASA Membership
- April 16: Best Practices for Recruiting in Today's Market
- May 12: Five Key Steps to Building an Effective Workplace Culture
- May 19: Attract Candidates With a First-Rate Employer Brand

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**Register Today [staffinglawconference.net](http://staffinglawconference.net)**

The 2015 ASA Staffing Law Conference provides a total of 9.5 CE hours towards maintaining your CSP, TSC, or CSC credential.




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