

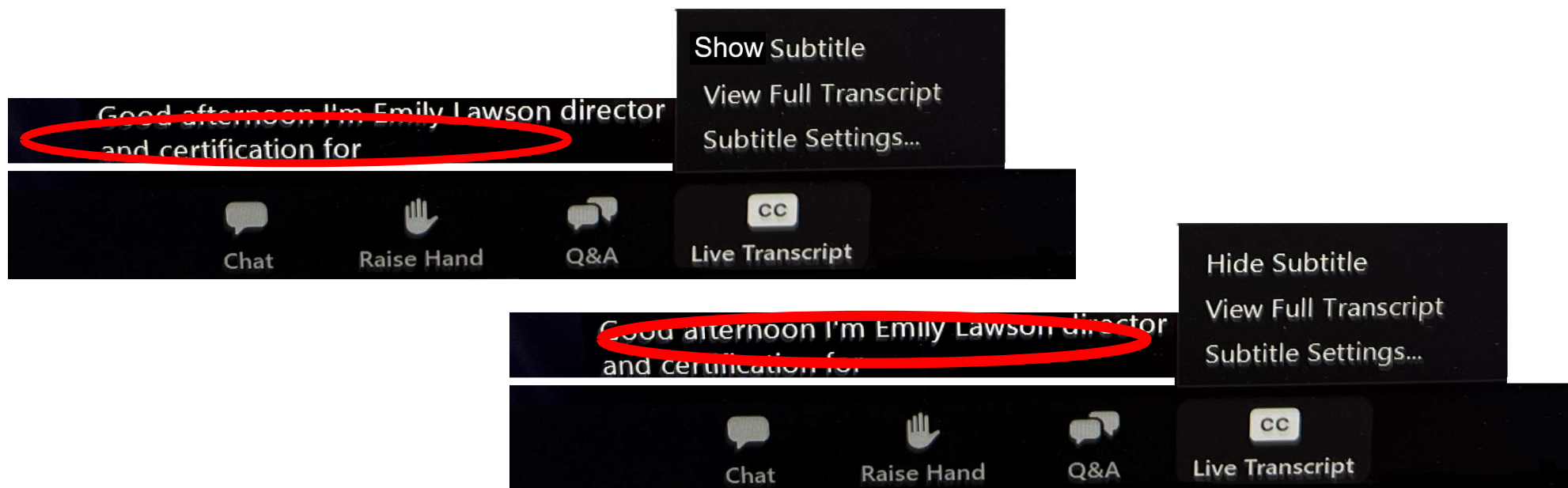


American Staffing Association

April 28, 2022

# Maximize Your ASA Membership

# Closed Captions



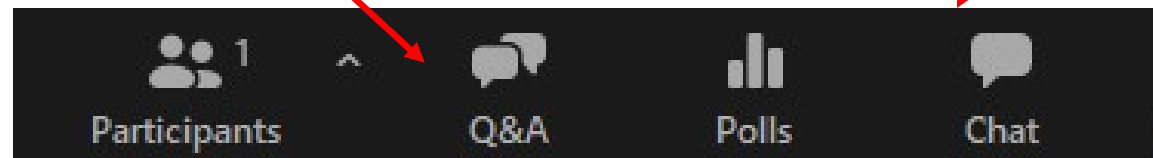
# Ask a Question, Engage With Other Attendees

## Q&A

Type your questions for the panel into the Q&A box

## Chat

Start a conversation—say hello. Engage with panelists and other attendees.





American Staffing Association

## Introductions



Susanne Waltemyer  
Membership Account Manager  
703-253-1164  
[swaltemyer@americanstaffing.net](mailto:swaltemyer@americanstaffing.net)



Kim Potter  
Membership Account Manager  
703-253-2051  
[kpotter@americanstaffing.net](mailto:kpotter@americanstaffing.net)



# ASA Mission

To promote and protect the interests of the U.S. staffing, recruiting, and workforce solutions industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices.



myASA WORKSPACE

RENEW

Find Goods & Services

Find a Staffing Agency

For the Media

About ASA

Welcome Susanne Waltemyer ▾



American Staffing Association

🔍 Search American Staffing Association...



myASA

News & Resources ▾

Law & Advocacy ▾

Learning & Career ▾

Events & Networking ▾

Community & People ▾

Covid-19 ▾



**Vaccine  
Literacy  
Resources**

for **Staffing Firms**



# My Saved Content

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ASA American Staffing Association

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myASA Simone Bielsker You have member benefits through 12/31/2020.

myASA

My Saved Content

Publication

Easing Client Concerns About Co-Employment M



Topics: Compliance & Risk Management, Employment Law


Legal Publications & Resources

Model Contracts

Topics: Contracts

Featured Staffing Employees

That Staffing Spark M




ASA, NSEY, "Shaya" De Oleo Medina

Topics: Leading People, Rewards, Recognition & Incentives

Member Resources

Harassment Prevention Training for Your Temporary Workers M



Sexual Harassment

Topics: Discrimination

Tour new features!

ASA

# My Saved Content

The screenshot shows the myASA user interface. At the top, there's a navigation bar with 'myASA WORKSPACE' and 'RENEW' buttons, and links for 'Find Goods & Services', 'Find a Staffing Agency', 'For the Media', 'About ASA', and 'Welcome Simone Bielsker'. Below this is the American Staffing Association logo and a search bar. A dark navigation bar contains links for 'Learning & Career', 'News & Resources', 'Law & Advocacy', 'Events & Networking', and 'Community & People'. The main content area shows the user's profile 'Simone Bielsker' with a note about member benefits. The 'My Saved Content' section is highlighted, showing three items: 'Easing Client Concerns About Co-Employment', 'Legal Publications & Resources Model Contracts', and 'Featured Staffing Employees That Staffing Spark'. Each item has a 'SAVED' button with a green checkmark, a 'DISCUSS' button with a speech bubble icon, and a 'SHARE' button with social media icons. Below this, there's a 'Member Resources' section with 'Harassment Prevention Training for Your Temporary Workers' and a 'Sexual Harassment' topic. A blue button at the bottom right says 'Tour new features!'.

myASA WORKSPACE RENEW

Find Goods & Services Find a Staffing Agency For the Media About ASA Welcome Simone Bielsker

ASA American Staffing Association

Search American Staffing Association...

Learning & Career News & Resources Law & Advocacy Events & Networking Community & People

myASA Simone Bielsker You have member benefits through 12/31/2020.

### My Saved Content

Publication  
Easing Client Concerns About Co-Employment M

Legal Publications & Resources  
Model Contracts

Featured Staffing Employees  
That Staffing Spark M

Topics: Com

SAVED DISCUSS SHARE

Member Resources  
Harassment Prevention Training for Your Temporary Workers M

Sexual Harassment  
Topics: Discrimination

Tour new features!





# Personalize Your Experience

**Leading People**

- ✓ Employee Engagement & Retention
- ✓ Internal Hiring & Onboarding
- ✓ Coaching
- ✓ Leadership

Save Selections

**Business Management & Administration**

- ✓ Performance Management
- ✓ Strategic Management
- ✓ Technology
- ✓ Accounting & Finance
- ✓ Workforce Management

Save Selections

**Revenue Retention & Growth**

- ✓ Salesmanship & Business Development
- ✓ Recruiting & Retention of Field Talent
- ✓ Customer Service/Experience
- ✓ Marketing/Advertising

Save Selections

**Compliance & Risk Management**

- ✓ ACA
- ✓ Business Tax & Insurance
- ✓ Employment Law
- ✓ Safety
- ✓ Staffing Laws & Regulations

Save Selections

**Staffing Technology**

Select

**Research & Data**

Select

# Legal Compliance and Advocacy

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Events & Networking ▾

Community & People ▾

Covid-19 ▾



**Vaccine  
Literacy  
Resources**

for **Staffing Firms**



# ASA in Action

- ASA monitors and responds to federal and state legislation
- ASA advocates on behalf of the industry in comments and testimony
- ASA files amicus briefs in lawsuits that could set precedents for the industry
- ASA answers members' legal questions



# Key Issues for 2022

- Nurse staffing rate caps and licensure
- Artificial intelligence in hiring
- Prohibition of skilled contract labor
- Covid-19
- Anti-staffing legislation
  - Pay disclosure
  - Disincentives for client use of staffing



# Law and Advocacy Resources

- Issue alerts
- Reports
  - ❑ Daily news in *Staffing Today*
  - ❑ Weekly legal and legislative updates
  - ❑ Monthly videos
- Issue papers
  - ❑ Assignment limits
  - ❑ Marijuana in the workplace
  - ❑ Criminal background checks
  - ❑ Immigration enforcement/I-9
  - ❑ Exempt status of recruiters
- Staffing laws and regulations
  - ❑ State E-Verify laws
  - ❑ Staffing-specific laws
    - Licensing and registration
    - Sales tax
    - Right-to-know
    - Health care
  - ❑ Record-keeping requirements
  - ❑ Data breach security notification
  - ❑ Paid sick leave
  - ❑ Minimum wage



## Tool Kits and Best Practices

### Tool Kits

- Indemnity
  - Risk philosophy
  - Staffing agreements
- Joint employment
  - Co-employment fact sheets
  - Sample letters and model contracts

### Best Practices

- Workers' compensation
- Employee safety
- VMS and MSP
- Nurse staffing
- Corporate social responsibility
- Doing business with the government

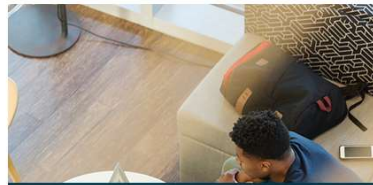
# Learning and Development



Purchase Recordings from ASA Virtual Events



Staffing Industry Onboarding Courses



ASA On-Demand Webinars



2020 ASA Calendar of Events



Upcoming ASA Webinars



ASA Certification Programs





# Learning and Development



## Onboarding Courses

**Module 1: Introduction to the Staffing Industry**

**Module 2: Fundamentals of Sales**

**Module 3: Fundamentals of Recruiting**





# Professional Development Opportunities

- Certification
- Webinars
- Networking calls
- Online learning
  - ❑ Archived webinars and event sessions
  - ❑ Onboarding courses
  - ❑ External content incentives
  - ❑ Industry thought leader partnerships



Welcome to the American Staffing Association learning management system—ASA Learn.  
Explore the industry onboarding courses now available to you—staffing, recruiting, and workforce solutions professionals. Purchase the courses for yourself or assign these courses to others in your company and track their progress.



# Compliance Education

- Legal line video series
- Staffing Law Conference
- Webinars
- Employment law certifications
- Harassment prevention training

2022   
**STAFFING  
LAW**  
CONFERENCE  
MAY 5-6  
WASHINGTON, DC



# Substantive and Technical

### ■ Legal/Legislative

- The CARES Act—Overview and Ramifications for Staffing Firms
- Taking a Shot: Legal Considerations Regarding Covid-19 Vaccines
- What to Expect from a Biden Administration and How to Minimize Your Tax Liability

### ■ Sales/Growth

- Selling Virtually—Getting Through Prospects' Top Objections Right Now
- What Is Your Marketing Missing in 2022? Top Five Tips to Drive ROI
- Data-Driven Insights to Navigate Disruption Now and Plan for 2022
- How to Win the Hearts + Minds of Your Customers

### ■ Recruiting

- Remote Recruiting During Covid-19 and Beyond
- Leveling Up Your Recruiters
- Breakout Recruiting Strategies for Turbulent Times


### ■ Technology

- Protect Your Firm Against Ransomware and Cyber Attacks
- Using Bots to Drive Recruiting Efficiency
- Getting the Most Out of Video Interviewing During the Pandemic







# Member News and Resources



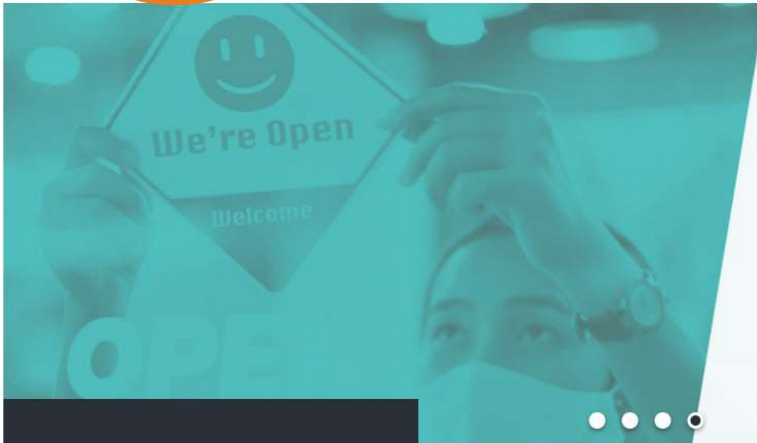
[myASA WORKSPACE](#) [RENEW](#)

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 American Staffing Association

[News & Resources ▾](#) [Law & Advocacy ▾](#) [Learning & Career ▾](#) [Events & Networking ▾](#) [Community & People ▾](#) [Covid-19 ▾](#)



*safely back* TO WORK

### TAKE THE PLEDGE

Download resources and display your commitment to employee safety. [Learn more »](#)

[UPCOMING EVENTS →](#)

SEPT. 28-30  
**STAFFING WORLD 2021**

Staffing World 2021: BETTER TOGETHER, STRONGER AHEAD

[Register now »](#)

JULY 15  
**UPCOMING WEBINAR**

Digital Marketing Trends for 2021 Webinar Series, Part 2—Play to Win: Planning Your Marketing Strategy

[Register now »](#)

JULY 13  
**UPCOMING WEBINAR**

How to Stabilize Your Cash Flow Without Incurring Debt

[Register now »](#)



# Research and Benchmarks

## Current Snapshot

This ASA Data Dashboard lets you see the staffing industry's past, present, and future all in one place.

LAST QUARTER	LAST MONTH	CURRENTLY	NEXT QUARTER
ASA Staffing Jobs >	BLS Temp Help Jobs >	ASA Staffing Index >	GDP Projection >
15.2%	9.2%	14.4%	3.0%
3Q 2021	January 2022	4-Weeks ending 1/30/2022	1Q 2022
Staffing employment in 3Q 2021 averaged 2.71 million per week, a 15.2% increase from the same quarter last year. <a href="#">View data &gt;</a>	Temporary help jobs in January increased 9.2%, seasonally adjusted, from the same month last year. <a href="#">View data &gt;</a>	101 Staffing jobs increased 14.4% year-to-year, averaged over the four weeks ending 1/30/2022. <a href="#">All ASA Staffing Index data &gt;</a>	Economists surveyed in February projected GDP in 1Q 2022 will increase 3.0%. <a href="#">View data &gt;</a>

**Staffing and GDP are highly correlated.** The weekly ASA Staffing Index offers real-time insight on today's economy, right here, right now. GDP projections suggest where the economy's headed and, therefore, where staffing's going. Save this page to your [mobile device's home screen](#) or bookmark on your desktop for direct access to this Current Snapshot page, any time. See a [short informational video](#) about the ASA Data Dashboard.

CONTACT [Scott Vanderbilt](#) | Senior Director, Research | [Email](#) | [703-253-2048](#)

## Past, Present, and Future Benchmarks

Interactive and real-time insights on key staffing, employment, and economic data



## Member News and Resources

### Economic Surveys



### Benchmarking Reports





# ASA Staffing Industry Playbook



Help clients navigate economic uncertainty



Metrics to monitor



Industries to target for future business



Myth-busting facts

[americanstaffing.net/playbook](https://americanstaffing.net/playbook)



# Member News and Resources

## ASA FACT SHEET



### Staffing Firms Employed 333,900 Workers in Virginia

U.S. staffing agencies assign millions of people to millions of jobs every business day.



#### AT A GLANCE: Virginia Staffing Statistics

- Average temporary help workers each week: 64,800
- Annual employment: 333,900
- Average annual earnings per job: \$45,900
- Total annual sales: \$4 billion
- Estimated number of offices: 940

#### Virginia Temporary Help Sales by Sector



Note: Due to rounding percentages may not add up to 100%.

Sources: 2019 Emsi (earnings); Census 2018 CBP (weekly employment, offices); Economic Census (2012 sector sales); (2017 annual sales); American Staffing Association (national benchmarks)

#### National Staffing STATISTICS

- Average temporary/contract employees each week: 3.1 million
- Average tenure: 10 weeks
- Annual employment: 16 million
- Average annual earnings per job: \$41,500
- Temporary/contract staffing sales: \$136.7 billion
- Estimated number of offices: 38,000

For more information visit  
[americanstaffing.net/research](http://americanstaffing.net/research).

ASA helps the staffing industry create **better** lives, **better** businesses, and a **better** economy.

© 2020 American Staffing Association

- Average number of temporary workers weekly
- Annual staffing employment
- Average annual earnings per job
- Total annual sales
- Sales by industry sector
- Estimated number of offices
- National benchmarks

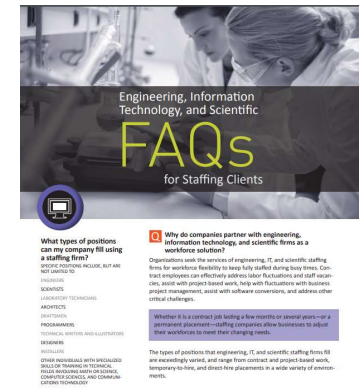
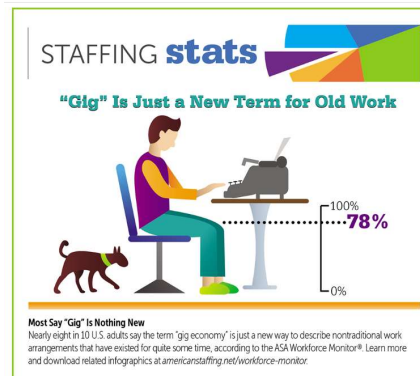




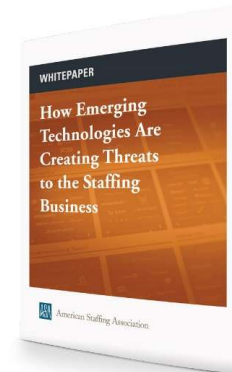
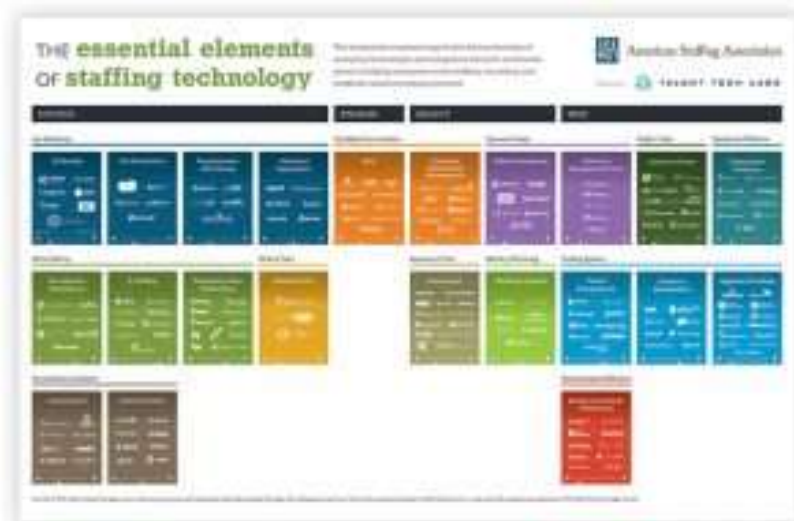
## Member News and Resources



## Marketing Tools

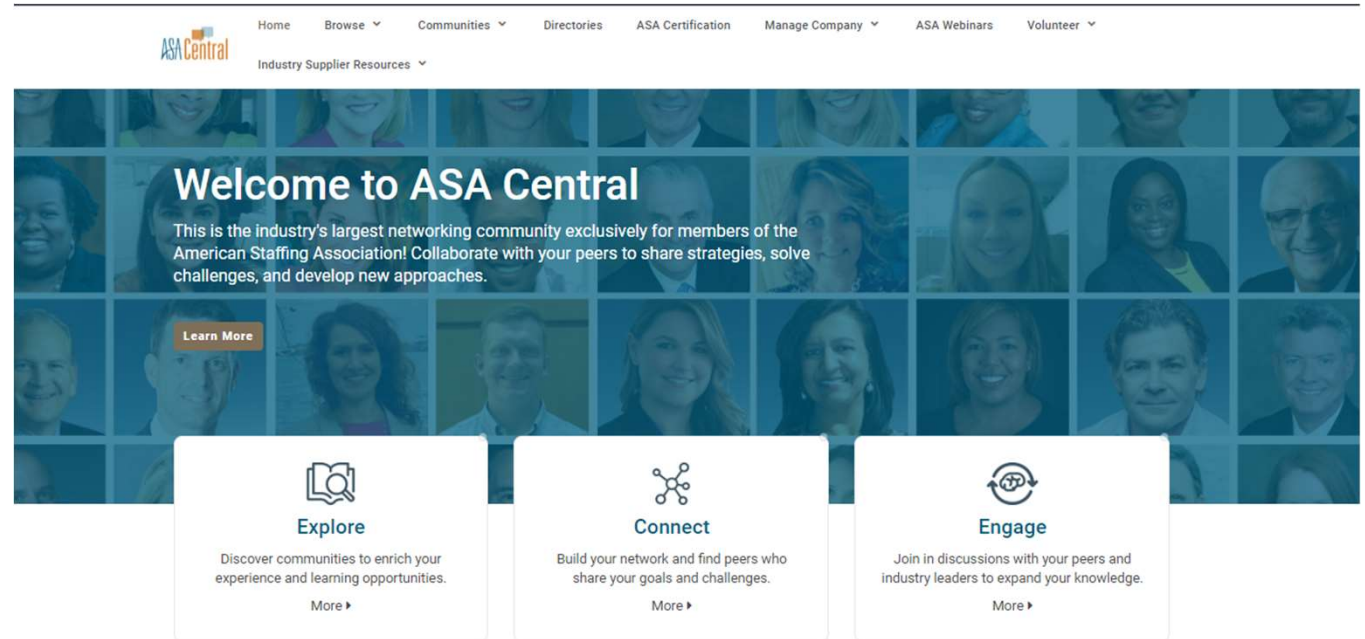


# Technology



# Network on ASA Central

- Private networking community
- Listserv
- Directory
- Connect
- Share



# Profile



Actions ▾

## Ms. Susanne Waltemyer

Manager, Membership Accounts, American Staffing Association

✉ 85 new messages

My Profile

My Connections ▾

My Contributions ▾

My Account ▾

My Inbox

### Bio

Membership recruitment, engagement and retention, member service, problem solving, sales and business development.

### Education

Share where and when you received your education

 Add

### Job History

 Add

**American Staffing Association**  
Membership Account Manager  
October 2017 - present



# Be Engaged and Get Involved

- Committees
- Sections
- Task forces
- Town hall forums
- Articles, blogs, community networks
- Interest groups
- Conferences
- Awards programs





## Community and Networking

# Engagement Networks



# Leadership Opportunities

- Call for presenters
  - Webinars
  - Networking calls
  - Conferences
- Focus groups
- Articles
- Blogs
- Mentoring



## Awards Programs





## Conferences and Events



# Questions

Membership

703-253-2020

[membership@americanstaffing.net](mailto:membership@americanstaffing.net)





**You will now be redirected  
to a brief survey**