



ASA STATE OF THE INDUSTRY

**First Quarter Update for Staffing
Professionals: Focusing on Growth**

April 2, 2024, 2–3 p.m. Eastern time

PRESENTED BY



AND



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ASA Certification Continuing Education

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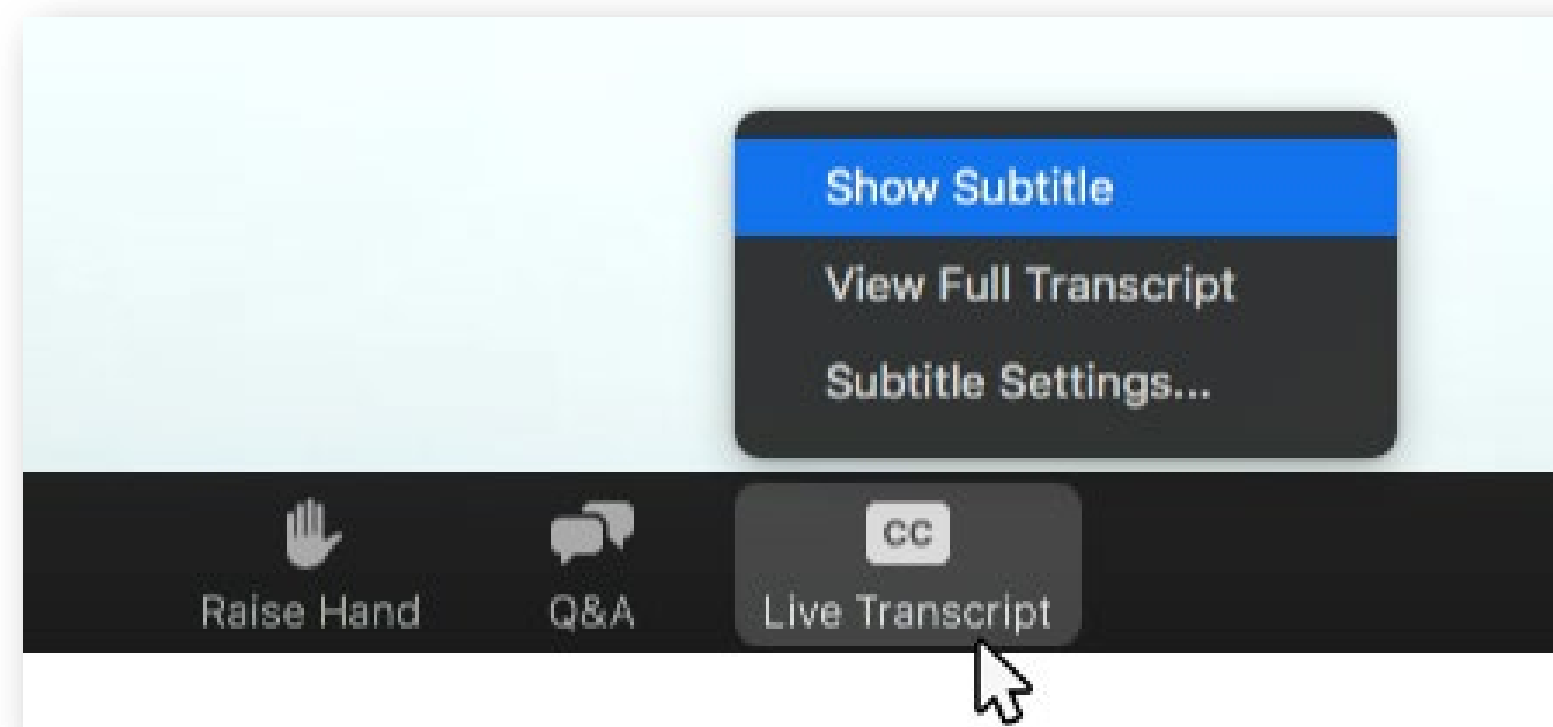
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Closed Captions



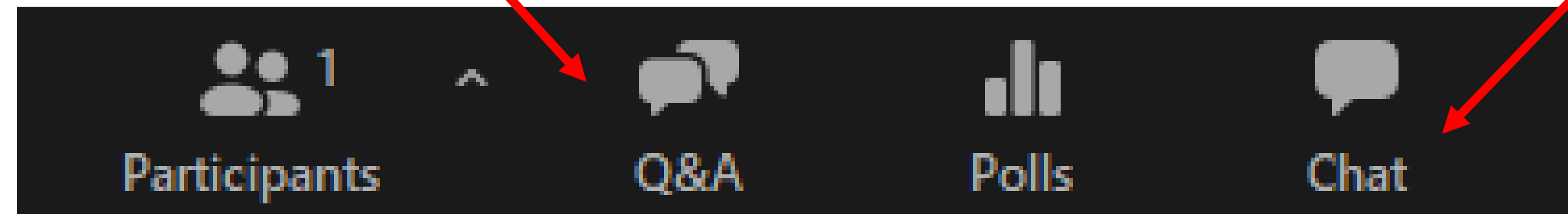
Ask a Question. Engage With Other Attendees.

Q&A

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

Chat

- Start a conversation—say hello! Engage with our panelists and other attendees



President's Message



Richard Wahlquist

chief executive officer, American Staffing Association

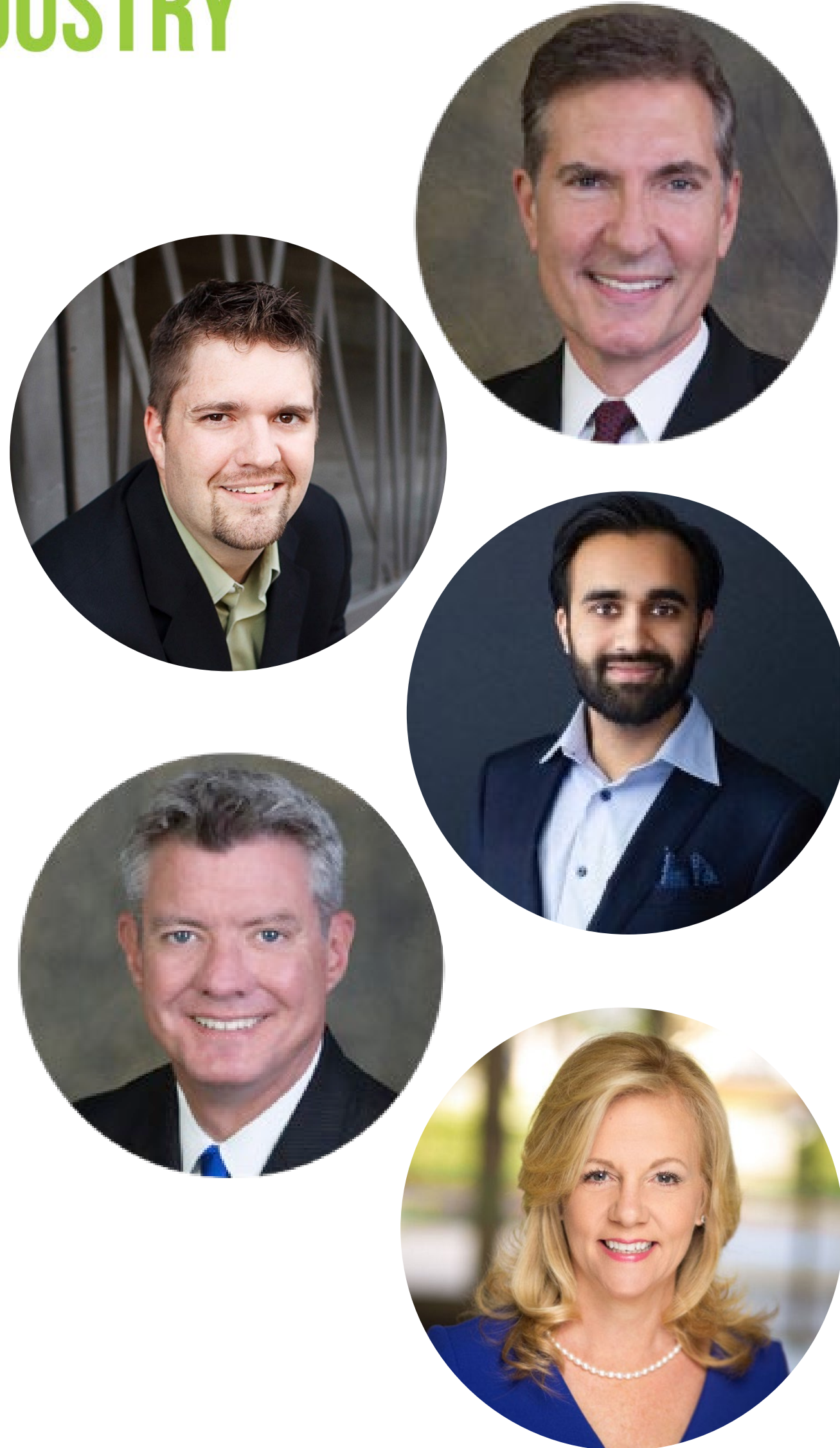
@StaffingTweets

Overview of Today's Webinar



Eric Gregg
founder and CEO, ClearlyRated
[@EricAlanGregg](#)

Today's Webinar Presenters



- President's Message
Richard Wahlquist, CEO, ASA
- Research Update
Eric Gregg, founder and CEO, ClearlyRated
Noah Yosif, chief economist, ASA
- Legal Update
Stephen Dwyer, president, ASA
- Interview
Beth Garvey, chair, president, and CEO, BGSF



Noah Yosif
chief economist, ASA
@ASANoahY

State of the STATs

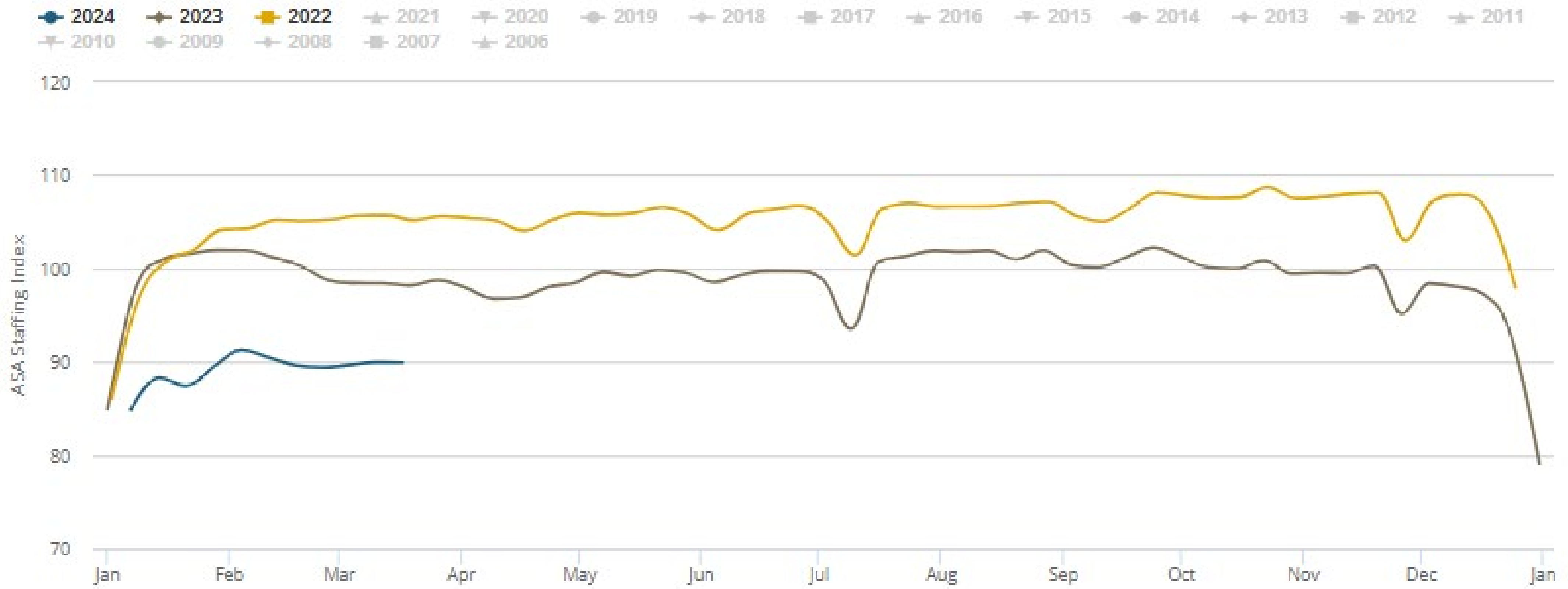
Reported in December 2023

LAST QUARTER	LAST MONTH	CURRENTLY	NEXT QUARTER
ASA Staffing Jobs > <div style="text-align: center;"> ▼ 12.2% <small>2Q 2023</small> </div> <p>Staffing employment in 2Q 2023 averaged 2.46 million per week, a -12.2% decrease from the same quarter last year. View data ></p>	BLS Temp Help Jobs > <div style="text-align: center;"> ▼ 6.1% <small>October 2023</small> </div> <p>Temporary help jobs in October decreased -6.1%, seasonally adjusted, from the same month last year. View data ></p>	ASA Staffing Index > <div style="text-align: center;"> ▼ 7.6% <small>4-Weeks ending 11/19/2023</small> </div> <div style="text-align: center;"> 100 <small>Staffing jobs decreased 7.6% year-to-year, averaged over the four weeks ending 11/19/2023.</small> </div> <p>All ASA Staffing Index data ></p>	GDP Projection > <div style="text-align: center;"> ▲ 0.9% <small>4Q 2023</small> </div> <p>Economists surveyed in November projected GDP in 4Q 2023 will increase 0.9%. View data ></p>

Current Status

ASA Staffing Jobs → <div style="text-align: center;"> 2.4M ▼ -16.8% <small>Weekly jobs 1-Y change</small> </div> <p>Staffing employment in 4Q 2023 averaged 2,403,002 million per week, a -16.8% decrease from the same quarter last year.</p> <p style="text-align: center;">LAST QUARTER</p>	BLS Temp Help Jobs → <div style="text-align: center;"> 2.7K ▼ -7.0% <small>EEs 1-Y change</small> </div> <p>Temporary help jobs in February decreased -7.0%, seasonally adjusted, from the same month last year.</p> <p style="text-align: center;">LAST MONTH</p>	ASA Staffing Index → <div style="text-align: center;"> 90 ▼ -8.8% <small>Index value 1-Y change</small> </div> <p>Staffing jobs decreased -8.8% year-to-year, averaged over the four weeks ending 3/17/2024.</p> <p style="text-align: center;">RIGHT NOW</p>	GDP Quarterly → <div style="text-align: center;"> 3.3% ▲ 0.3% <small>Real GDP (est.) Q1 Forecast</small> </div> <p>Real GDP increased 3.3% in 2023 Q4. Economists surveyed in February projected GDP in 1Q 2024 will increase 0.3%.</p> <p style="text-align: center;">NEXT QUARTER</p>
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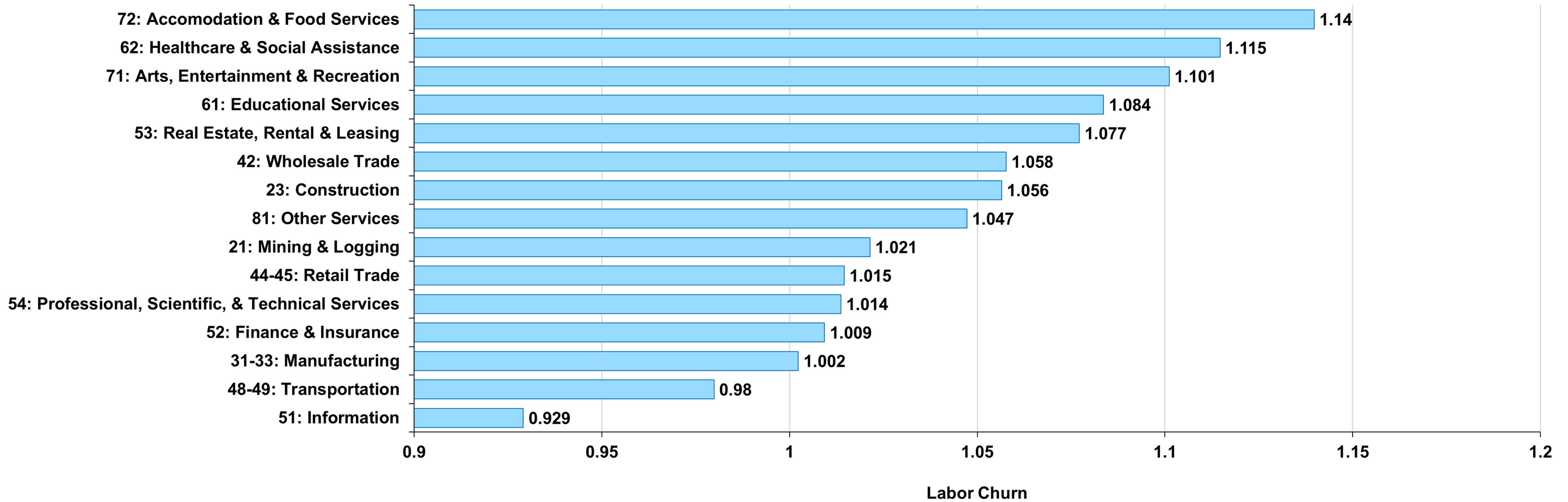
Staffing Employment Has Exhibited Anemic Growth in 2024



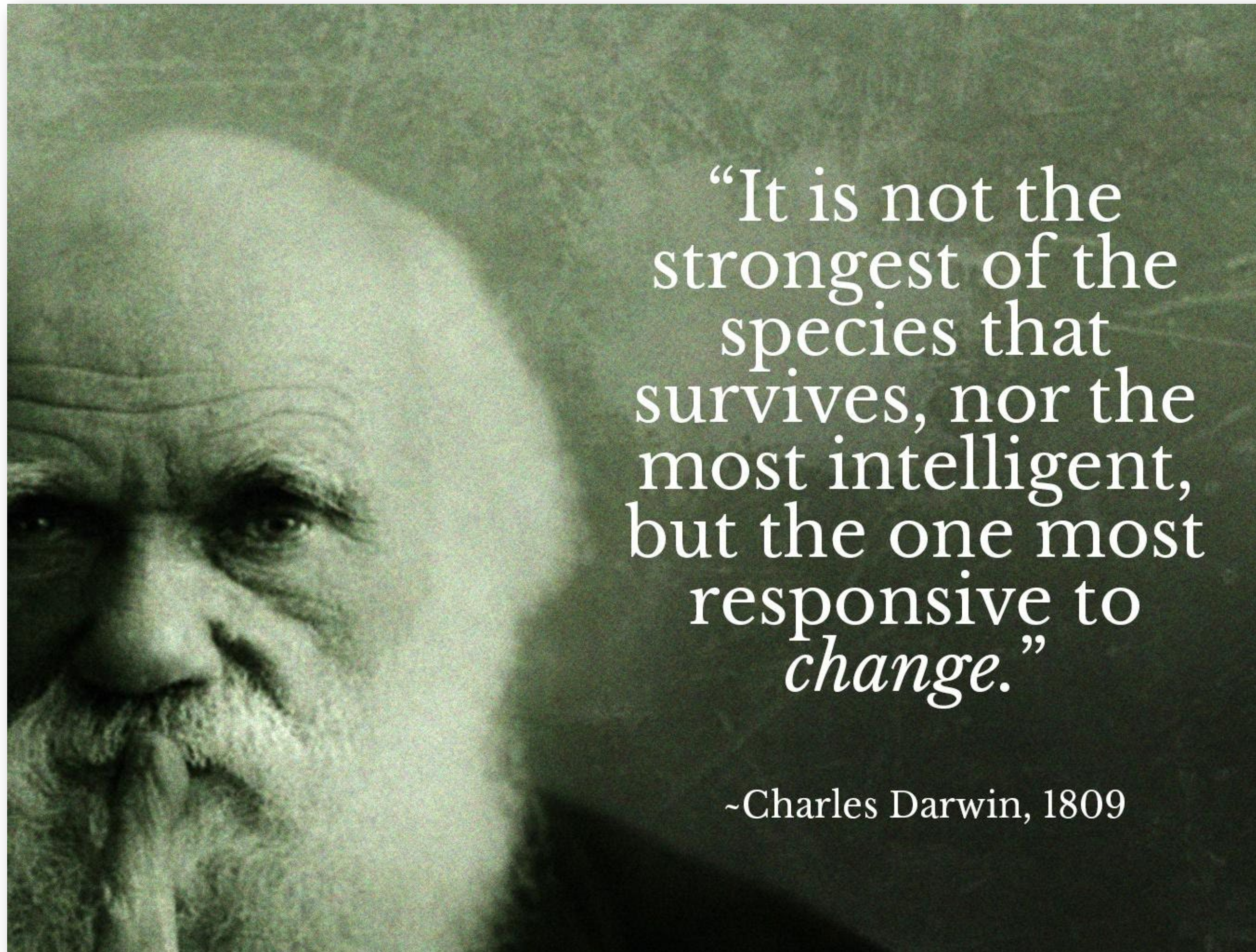
Data Last Updated: March 26, 2024 8:38 AM

Labor Market Activity Is Stagnant, Not Vibrant

Labor Churn in 2023 by Sector
(Hires/Separations)



Staffing Companies Must Adapt to Changing Labor Market Dynamics

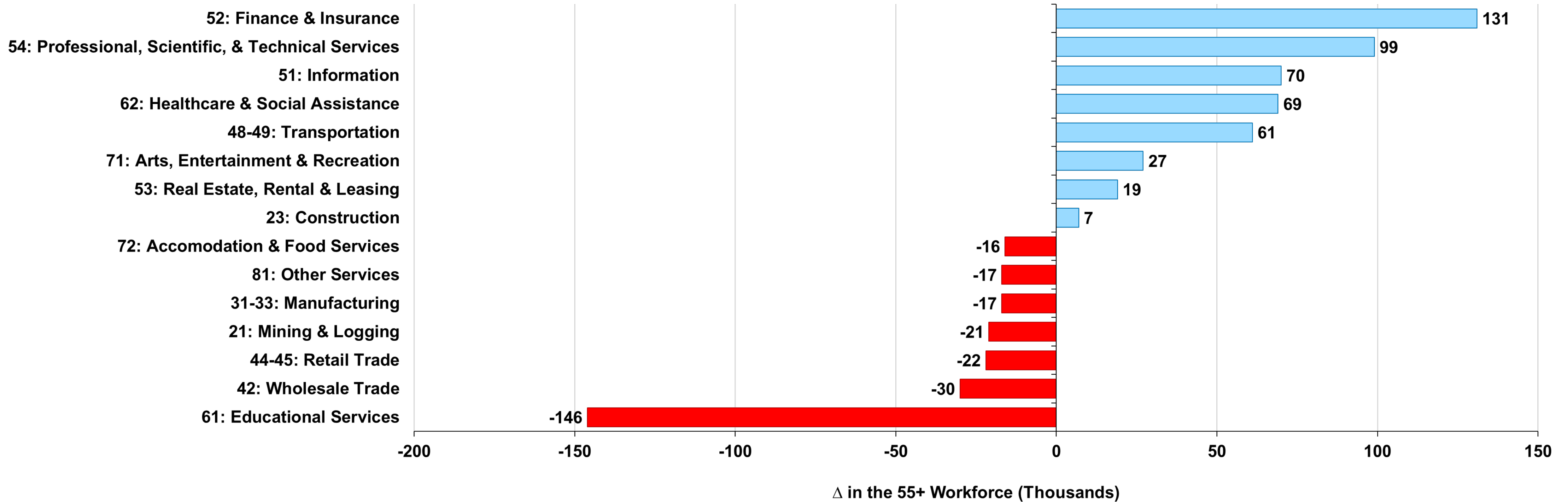


“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to *change.*”

-Charles Darwin, 1809

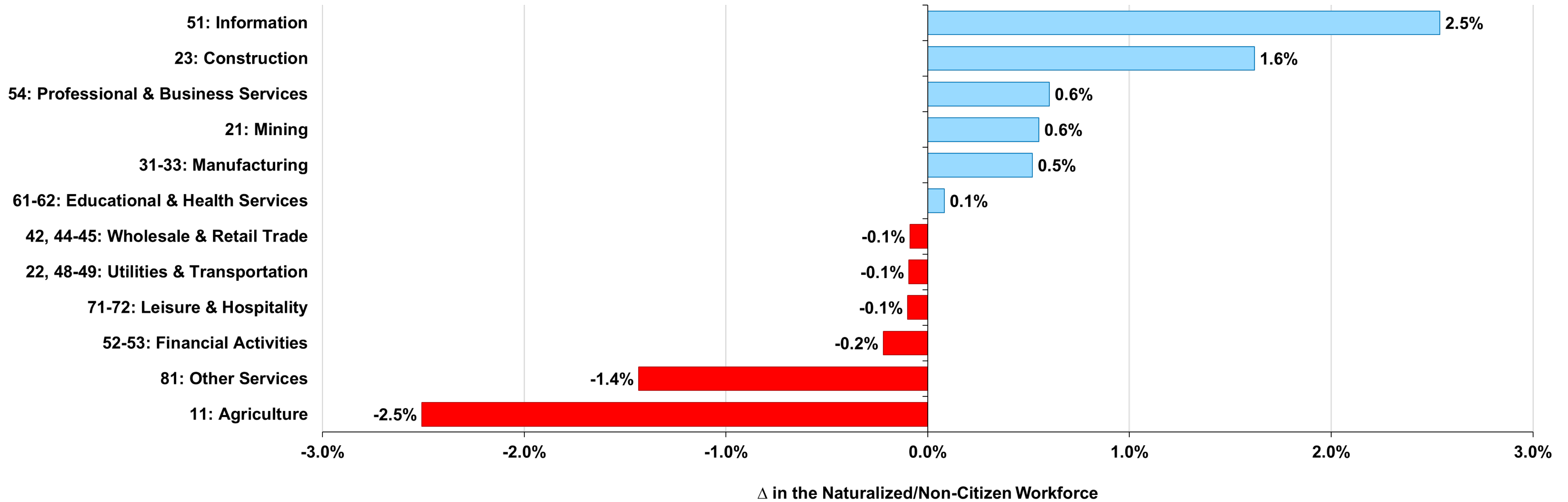
Reduction in 55+ Workers Is Driving Labor Shortages in Certain Sectors

Change in the 55+ Workforce between 2018 and 2023 by Sector



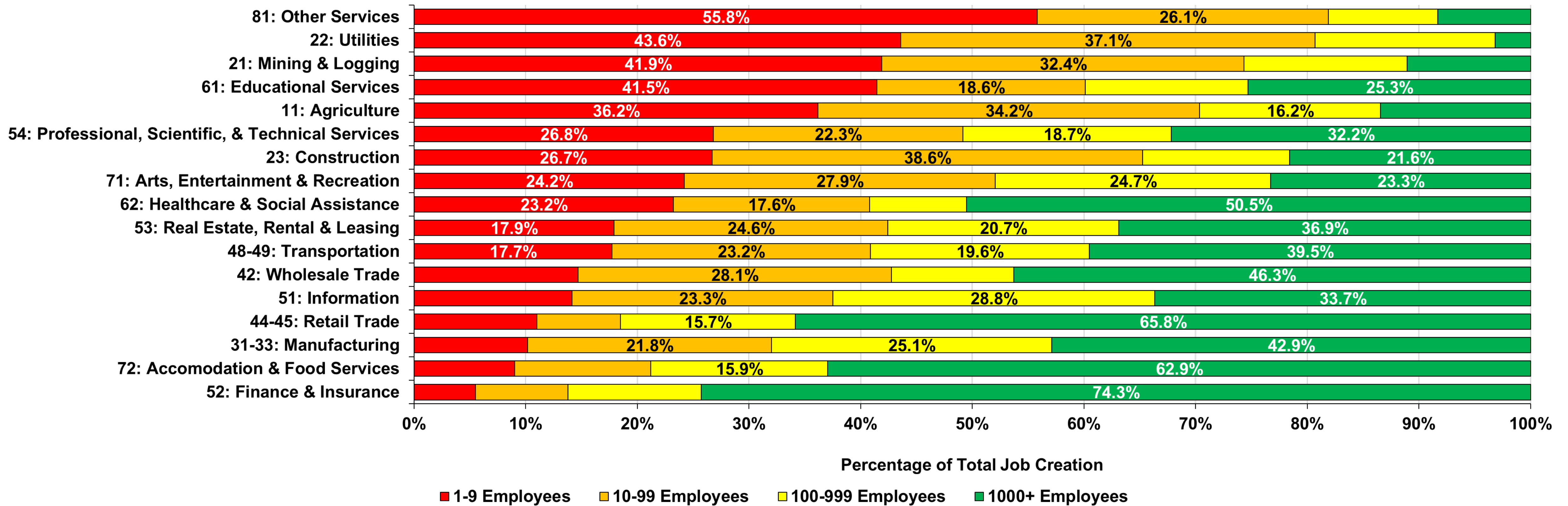
Reduced Migration Is Driving Labor Shortages in Certain Sectors

Change in the Naturalized/Non-Citizen Workforce between 2018 and 2023 by Sector



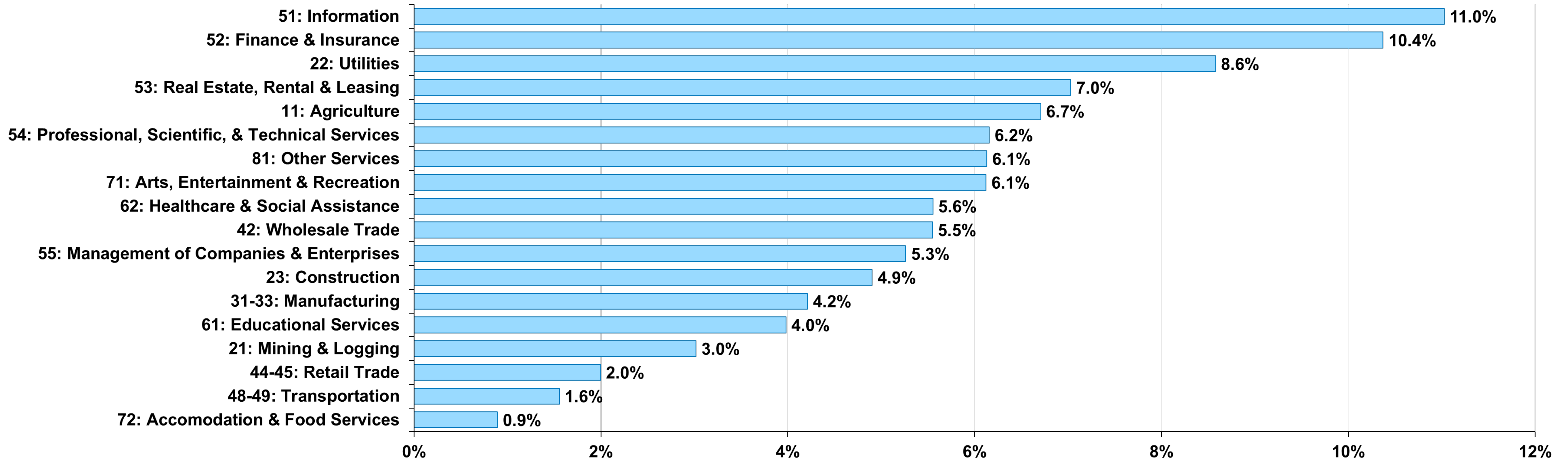
Increase in New Business Starts Is Driving Labor Shortages in Certain Sectors

Job Creation in 2023 by Establishment Size and Sector



Increased Telework Allowances Will Support Long-Term Labor Churn

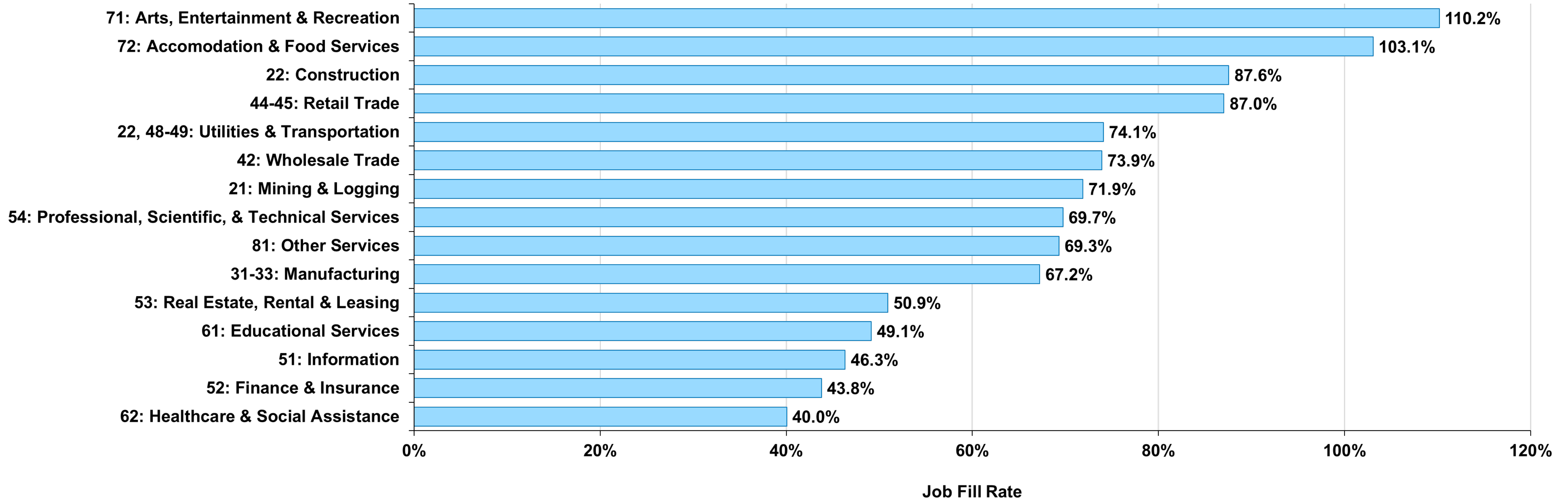
Change in the Workforce with Telework Allowances between 2022 and 2024 by Sector



Δ in the Workforce with Telework Allowances

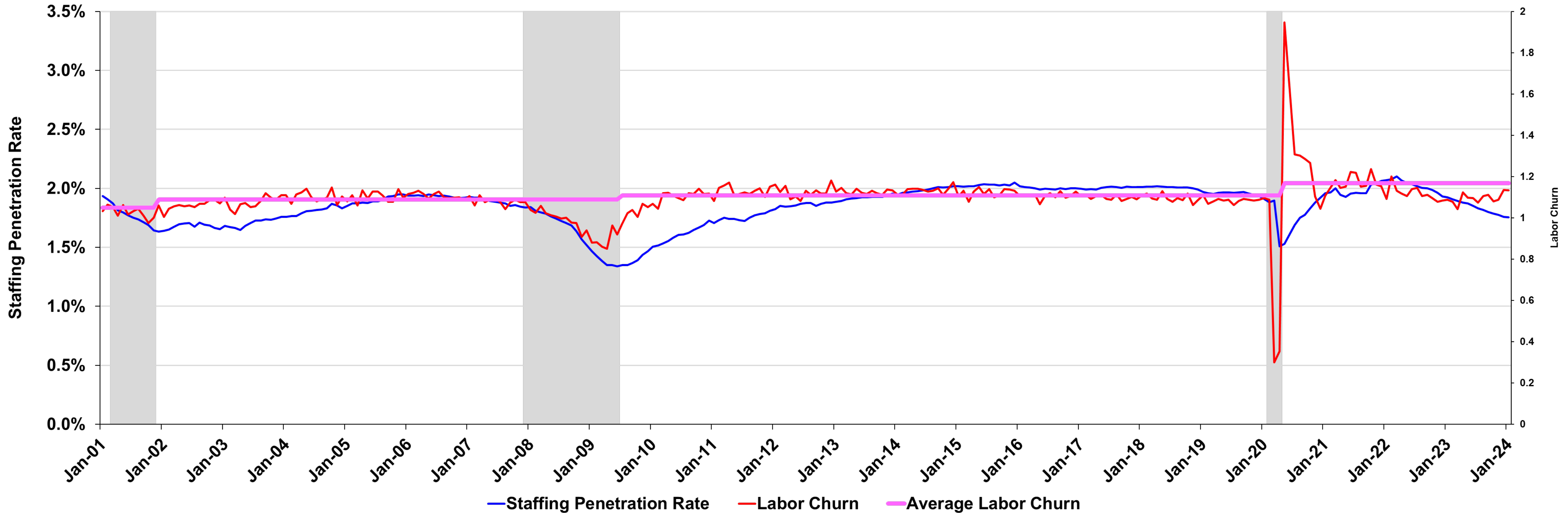
Outstanding Skills Gaps Will Hinder Long-Term Labor Churn

Job Fill Rate by Sector
(Hires/Job Openings)



Labor Churn Is Returning to Trend, and So Should Staffing Demand

The Relationship between Staffing Penetration and Labor Churn

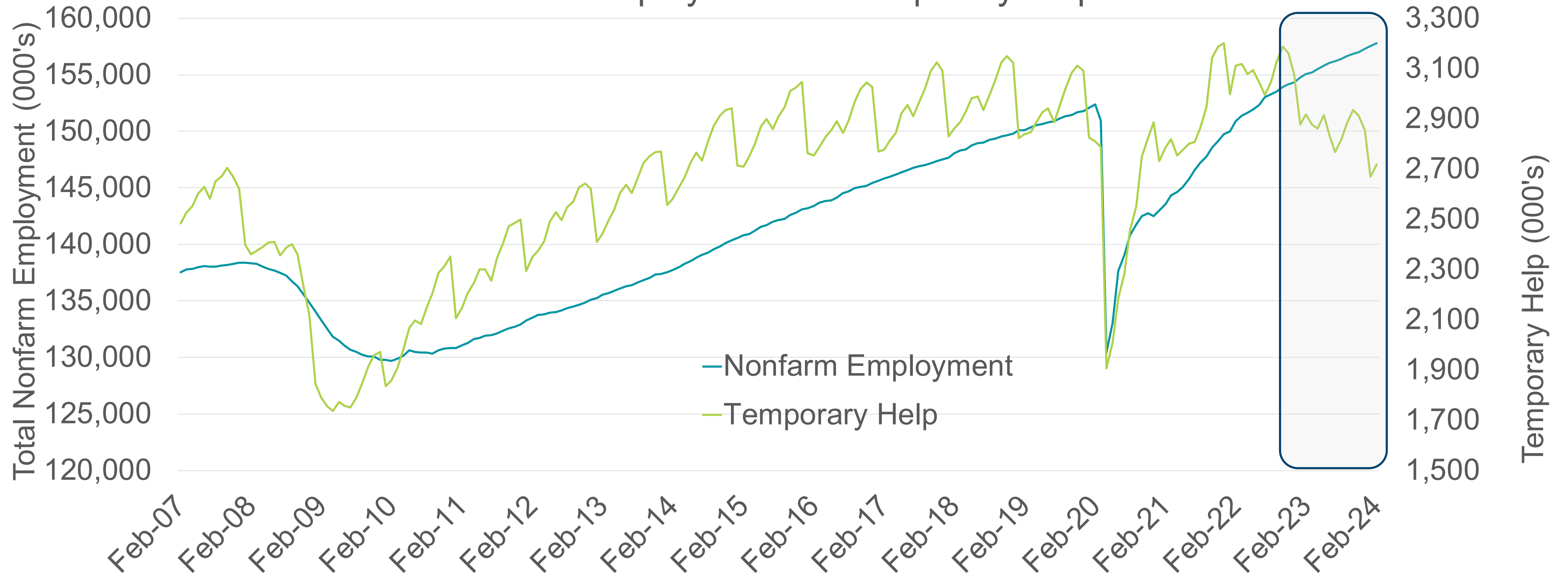




Eric Gregg
founder and CEO, ClearlyRated
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Temporary Help Declined Amidst Strong Overall Employment

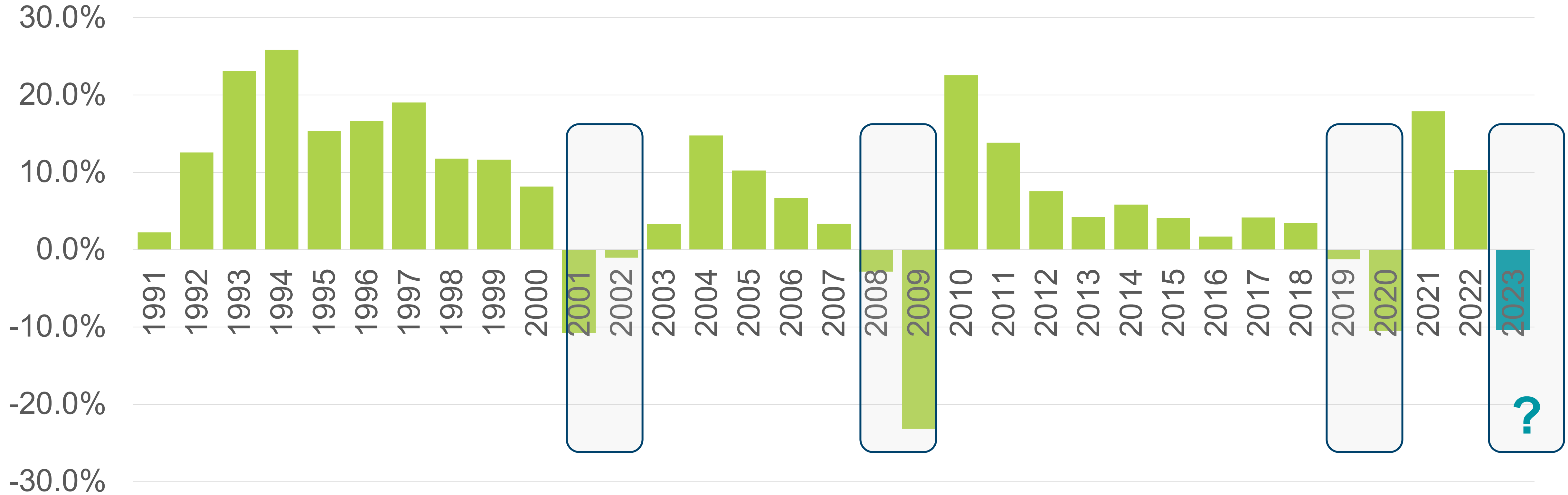
Nonfarm Employment Vs Temporary Help



SOURCE: Bureau of Labor Statistics

Temporary Help Declined Amidst Strong Overall Employment

Staffing Sales by Year 1991-2024



Five Tips for Growing Your Business When the Industry Is Flat

250%
200%
150%
100%
50%
0%

1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

Staffing Cumulative Growth 1991-2024



**Focus Your Business Where You
Have the Biggest Advantage**



Invest in Technology That Humanizes the Experience

Job Search Is More Efficient



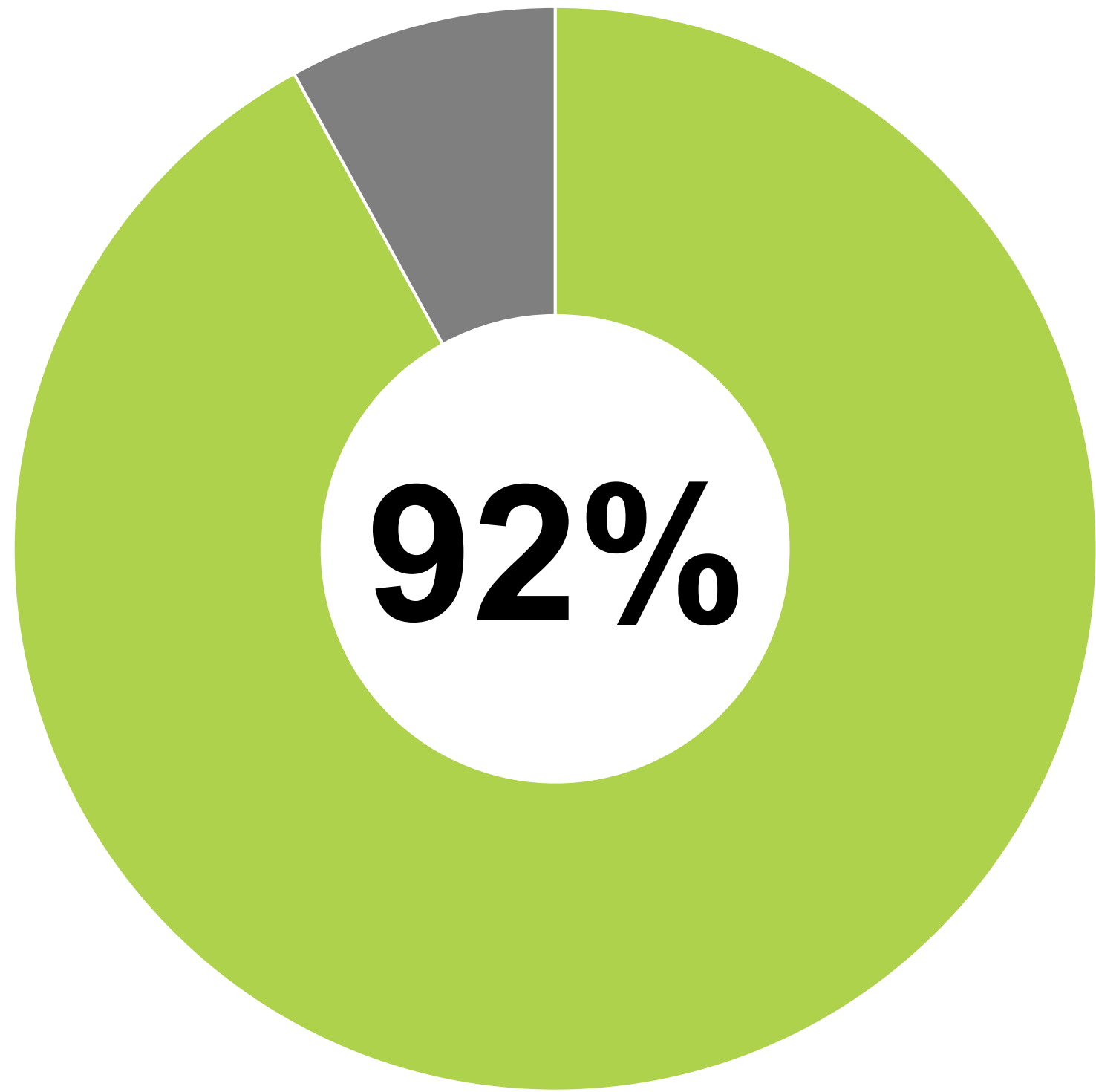
75%



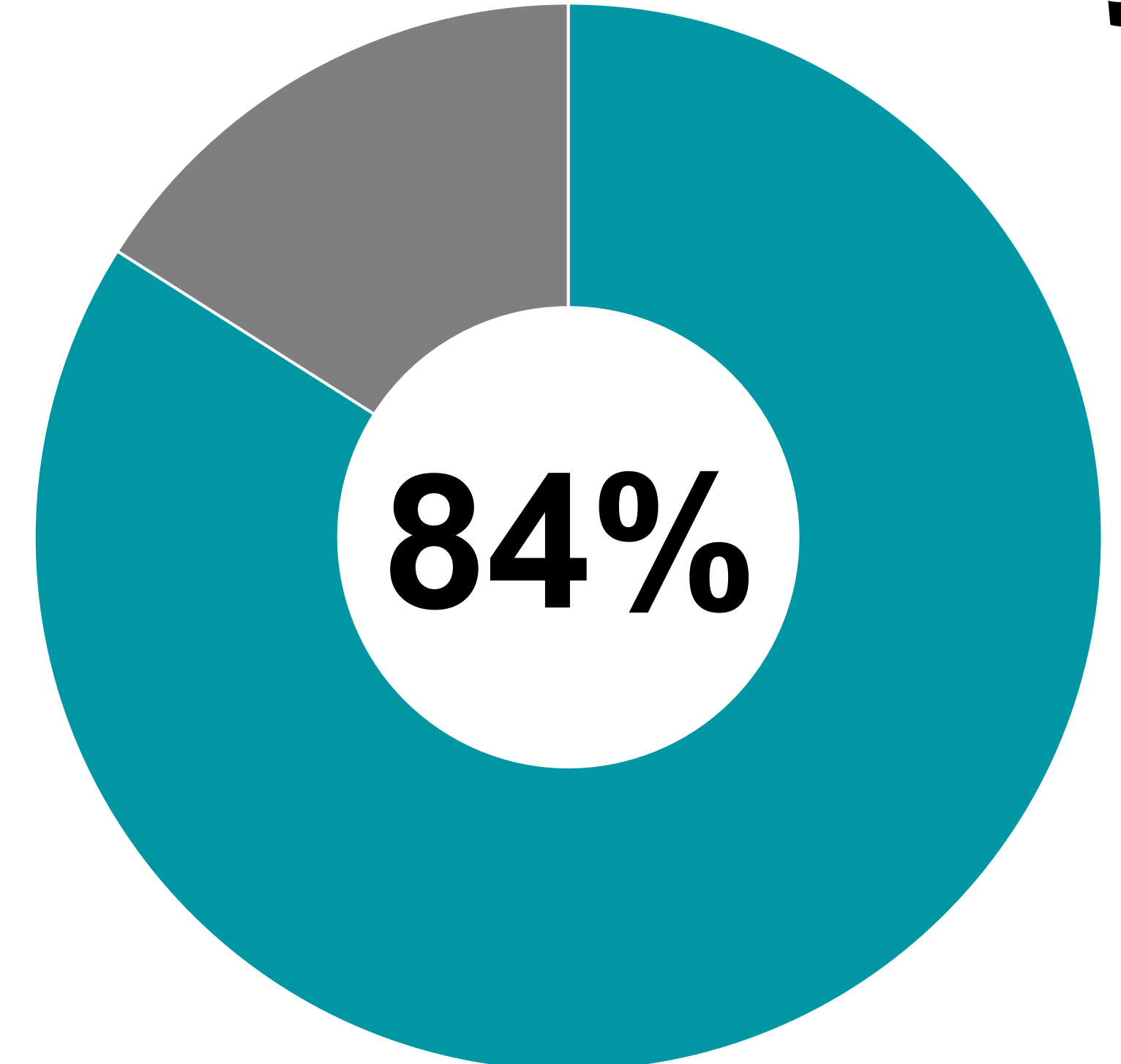
Job Search Is Less Personal



Be Flexible—Internally and Externally



of candidates want to work remote at least some of the time



of buyers say that younger workers value more flexibility in their work schedules



Beware of Burnout

% of Job Candidates Feeling Overworked or Burnt Out

Gen Z (18-26)

57%

Millennials (27-42)

52%

Gen X (43-58)

50%

Boomers (59-77)

38%



**Solidify the Foundation for
Current and Future Growth**



Stephen Dwyer

president, ASA

@StaffingTweets

MAJOR Legislative Victory

- California AB 2741 withdrawn—harmful antistaffing bill
 - Bill rate disclosure
 - Conversion fee ban
 - Client hiring of temporary workers

- Power of grassroots advocacy
 - ASA lobbyist Mike Robson
 - Staffing firms
 - Clients

MAJOR Litigation Victory

- Court enjoins Illinois equal benefits mandate
 - ASA, SSAI, three staffing firm plaintiffs
 - Erisa pre-emption
 - State plans to appeal

- Spillover effect—New Jersey Temporary Worker Bill of Rights
 - Contains similar benefits mandate
 - ASA to initiate Erisa claim
 - Miller & Chevalier

Other Victories—Health Care

- Iowa: health care rate caps
- Rhode Island: Joint Commission exemption repeal

Moral of the Story

- Grassroots advocacy is **essential**
- Time to start is **NOW**
- [Grassroots Advocacy Tool Kit](#)

Continuing and Novel Enforcement

- DOJ enforcement—staffing targeted for immigration violations
 - \$100,000 fine against staffing firm
 - Allegedly discouraged non-U.S. citizens from applying
- Artificial intelligence
 - Lie detector statutes



Eric Gregg

founder and CEO, ClearlyRated

@EricAlanGregg



Beth Garvey

chair, president, and CEO, BGSF

@BethGarvey

Lessons From 2023 and How They Impact BGSF in 2024 and Beyond





Growing in a Down (or Flat) Market

Why DEI, Training, and Employee Experience Are Critical to Thriving in a Down Market





AI—Threat, Opportunity, or Both for the Industry

Advice for Keeping the Team Focused in a Challenging Economic Environment



Questions?

**Thank you for participating in
today's webinar!**

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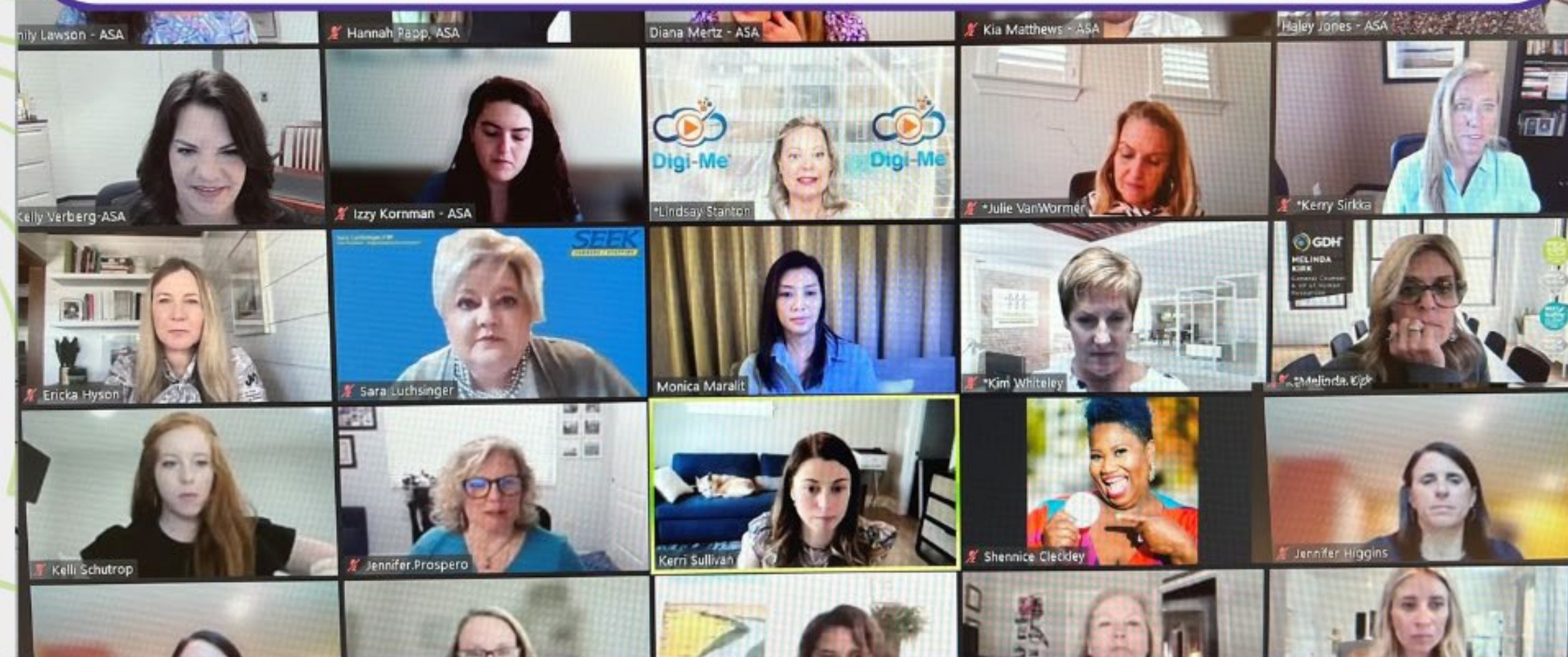
1.0 CE



A Virtual Event | **May 2, 2024**

Join leading women in staffing for this engaging event, brought to you by the ASA Women in Leadership interest group.

MAY 2, 2024



americanstaffing.net/thrive



2024 

STAFFING LAW & COMPLIANCE CONFERENCE

★ MAY 16-17
WASHINGTON, DC

americanstaffing.net/lawconference24



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