

Welcome to Today's Webinar

Staffing Employee Turnover & DEI Trends

Tuesday, May 7, 2024, 2 p.m. Eastern time

Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association



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A screenshot of a Zoom meeting control bar. The bar is dark grey with several icons and text labels. From left to right: a hand icon labeled 'Raise Hand', a speech bubble icon labeled 'Q&A', and a 'CC' icon labeled 'Live Transcript'. A mouse cursor is hovering over the 'Live Transcript' button, which has opened a dark grey menu with three options: 'Show Subtitle' (highlighted in blue), 'View Full Transcript', and 'Subtitle Settings...'. The background of the control bar is a light blue gradient.

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Activity ID: 24-H73JR



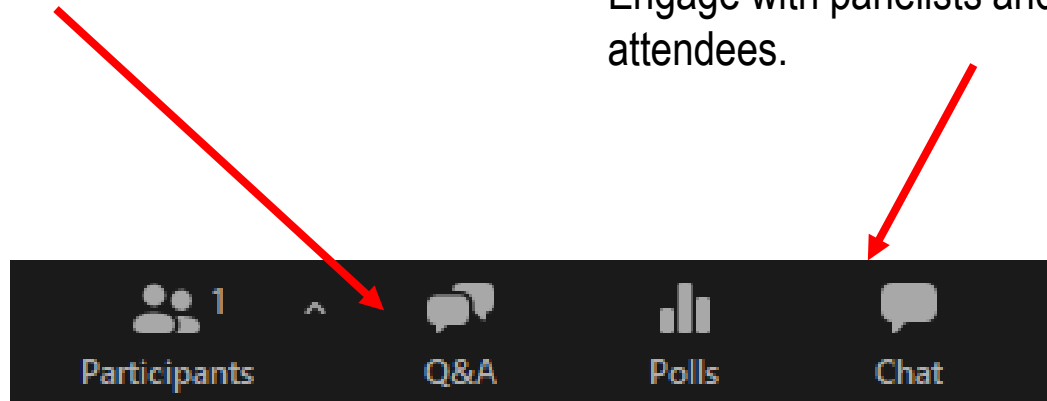
Ask a Question, Engage With Other Attendees

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.



Staffing Internal Employee Turnover and DEI Trends



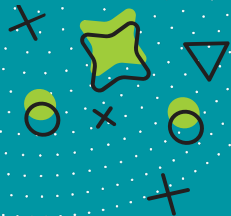
Eric Gregg
CEO | ClearlyRated



The CX platform for staffing and recruiting firms



Measure the client experience.
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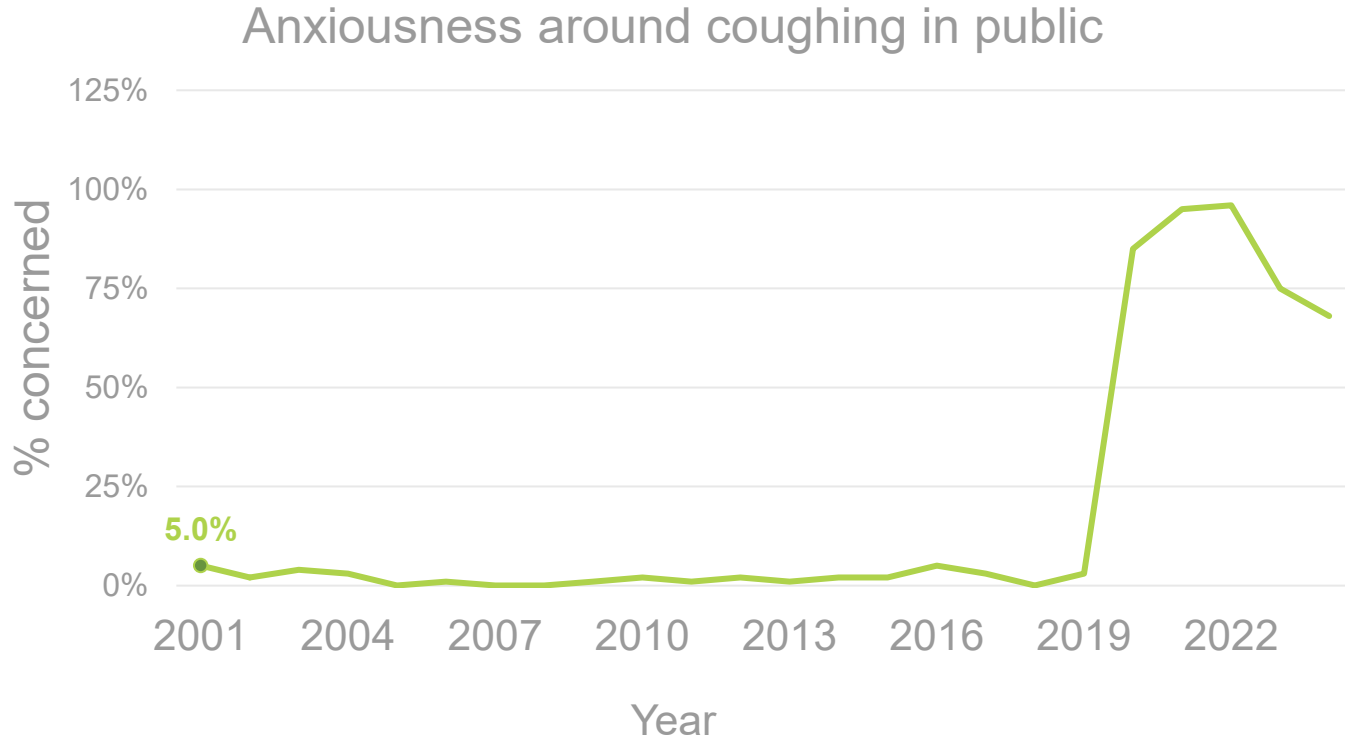
Current State of Staffing

The Data

clearlyrated[®]

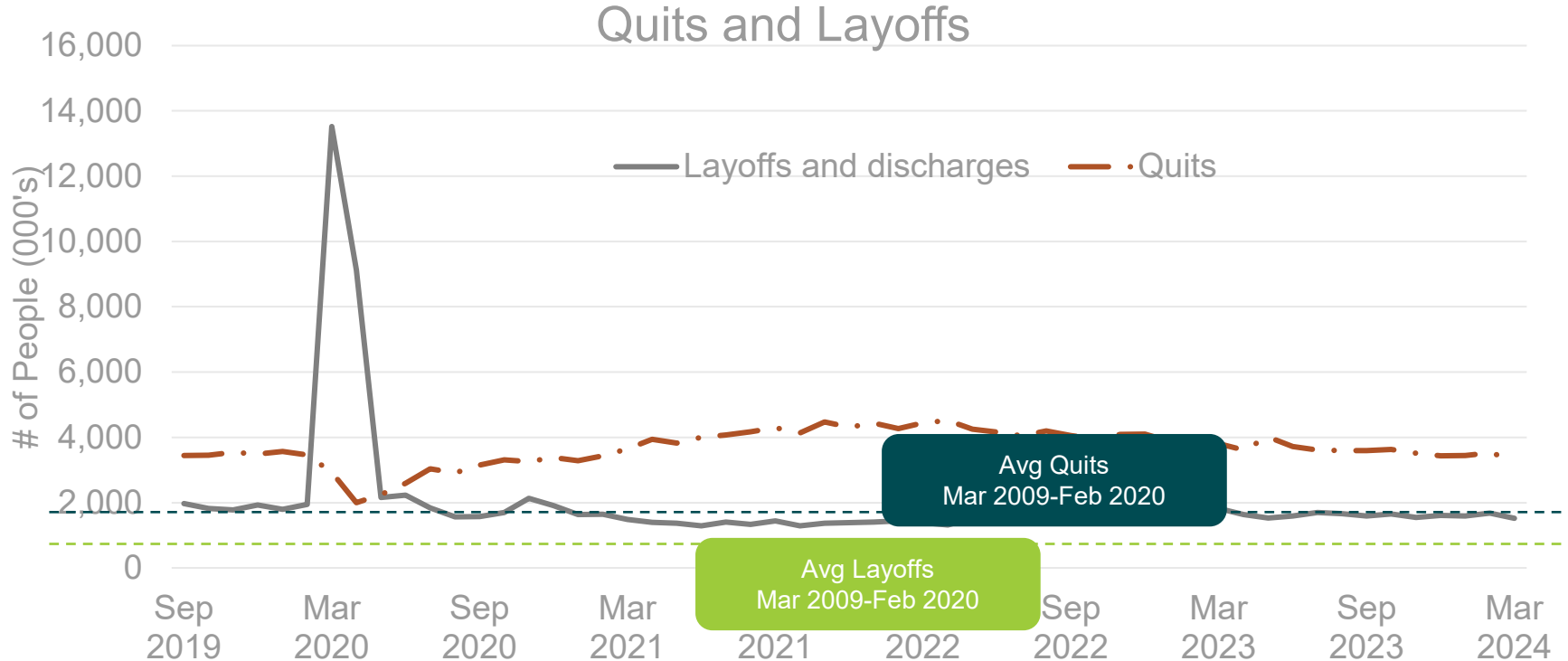


Understanding Research Charts: The Line Chart



Quits on decline, but remain elevated

Layoffs have remained fairly steady in 2022 and 2023, though are up from 2021



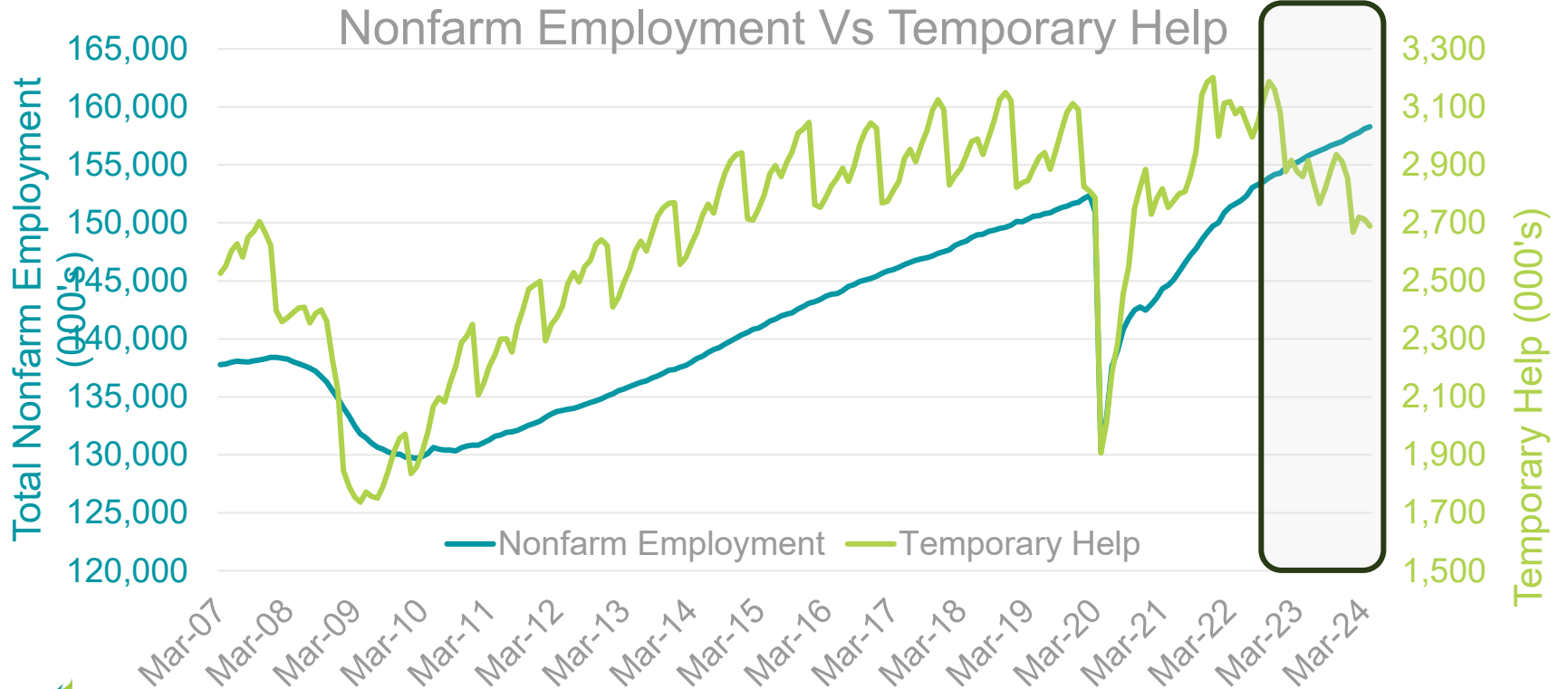
Hiring has leveled in 2024, but openings continue slide

Hiring remains elevated, but decelerating, while openings drop significantly



Nonfarm and Temporary Employment Over 17 Years

Starting in October, 2022 Temporary Help Has Been in Decline, While Employment Grew



In The Past 30+ Years Declines Typically Last 2 Years

Staffing Sales Declines Have Lasted 2 Years In Each Down Sales Cycle Since 1991

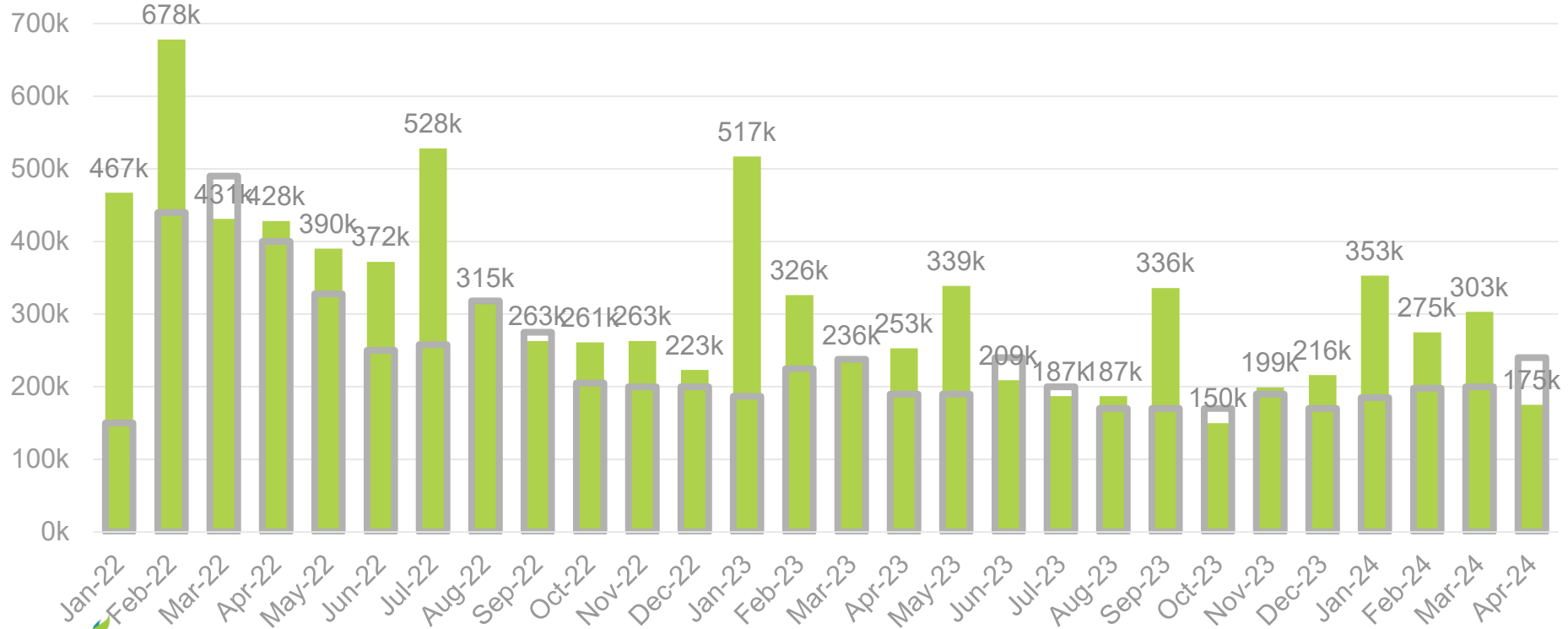
Staffing Sales by Year 1991-2024



The experts have been wrong by a lot lately

Economists underestimated jobs growth by a median of 27% over the past 2 years

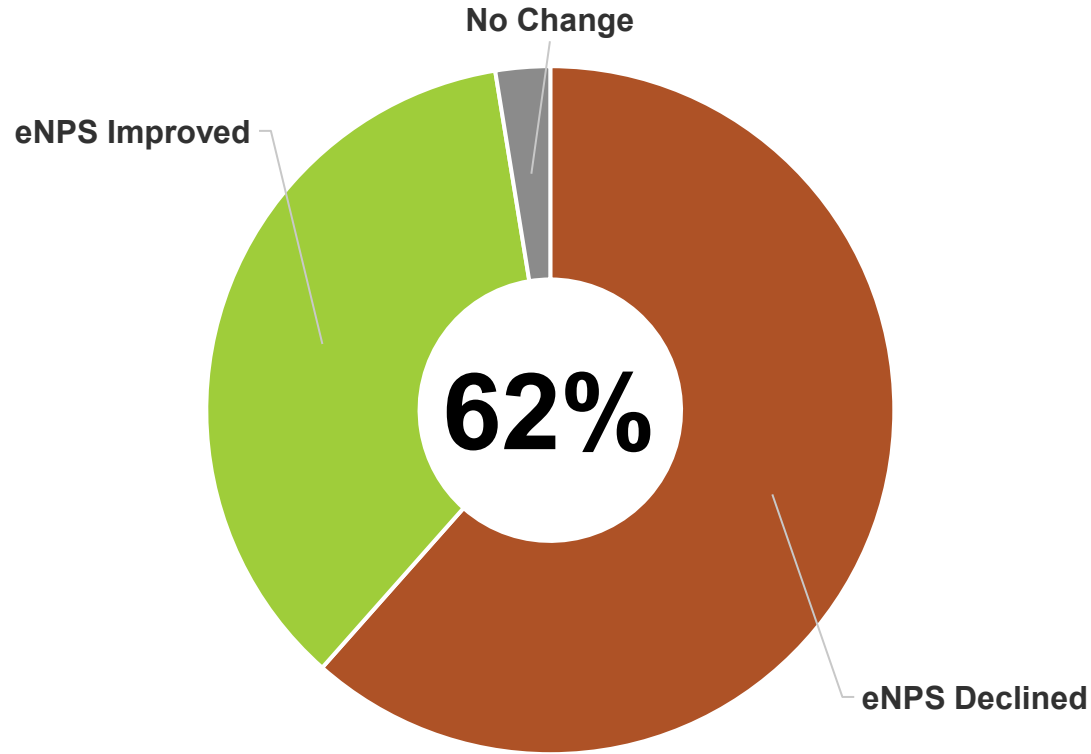
Total Jobs Added by Month vs. Estimated





Difficult Times Are Challenging for Employees

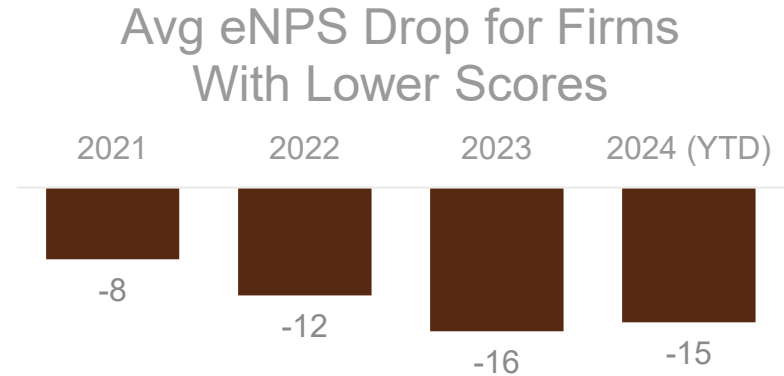
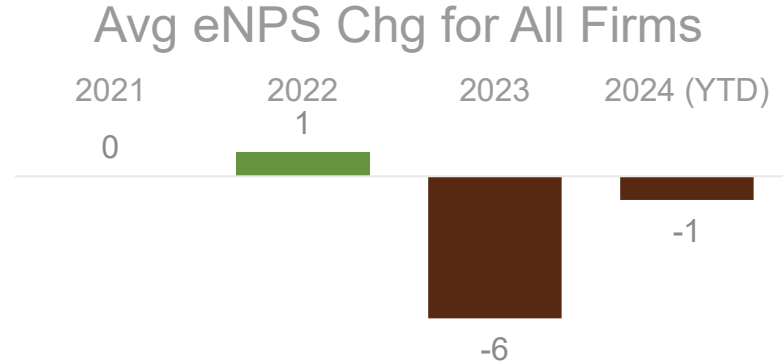
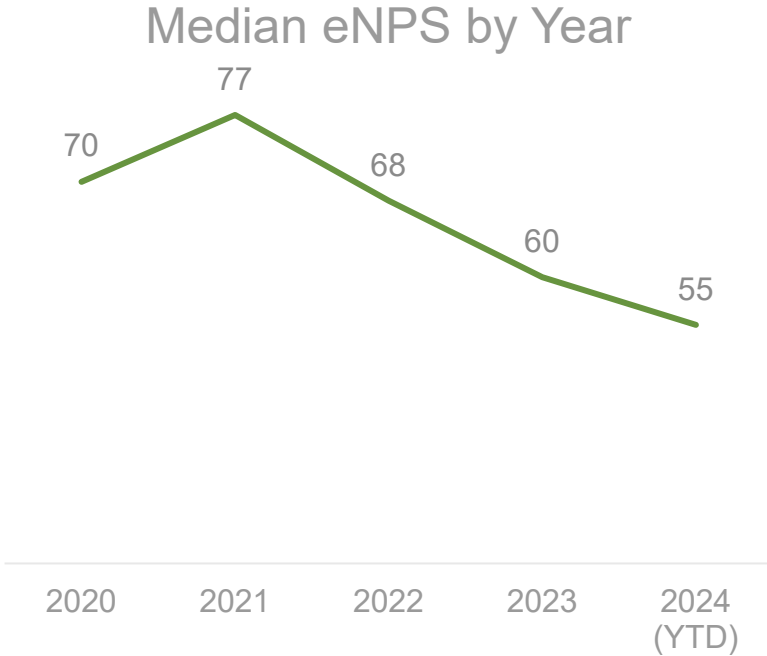
eNPS Declining for Majority of Firms



of staffing firms saw declines in eNPS in past 12 months

eNPS Median Decline Only Tells Part of the Story

Many firms have experienced double-digit drops in their eNPS in the past year





2024 Staffing State of DEI

The Data

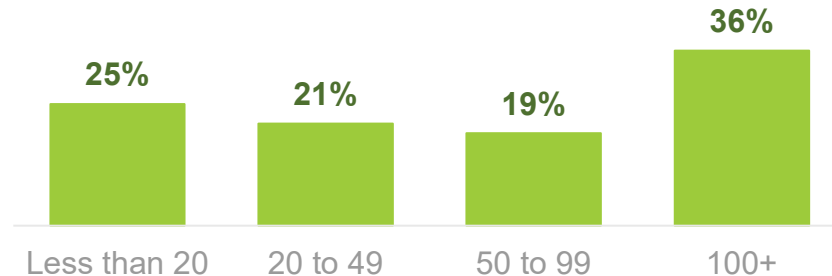
102

Staffing firm brands included in analysis

16,000+

Survey responses analyzed between March 2023 and February 2024

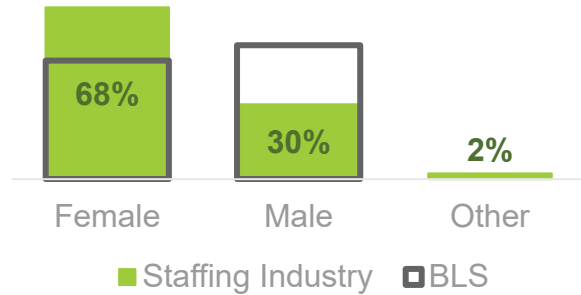
Size of Staffing Firm (Employee responses):



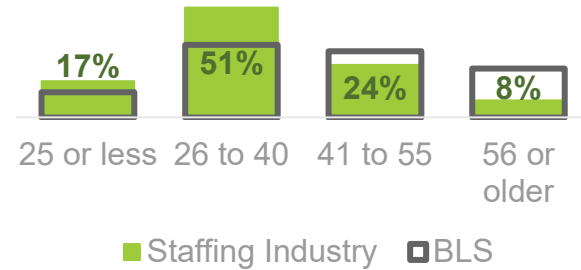
Profile of Staffing Industry Employees

Staffing industry skews younger and more female than general BLS workforce

Gender Identity

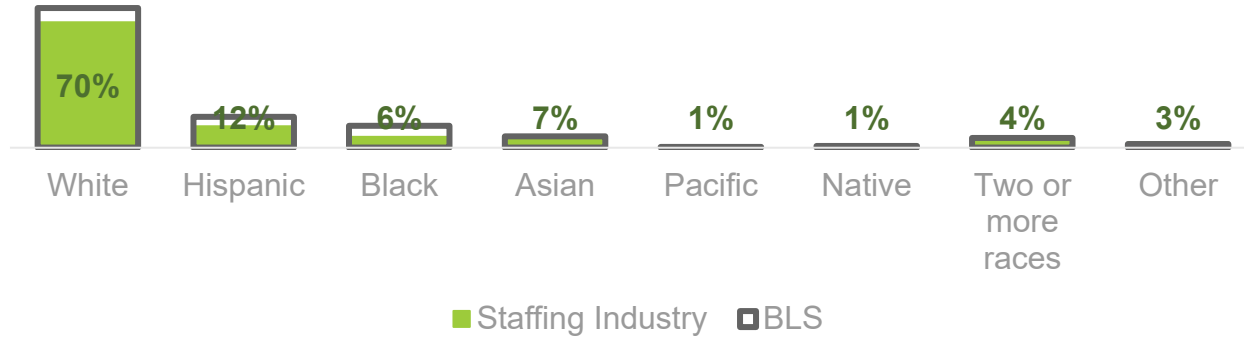


Age

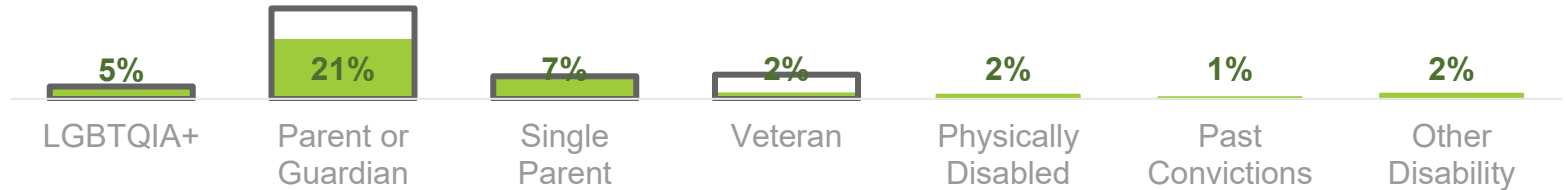


Profile of Staffing Industry Employees

Race/Ethnicity



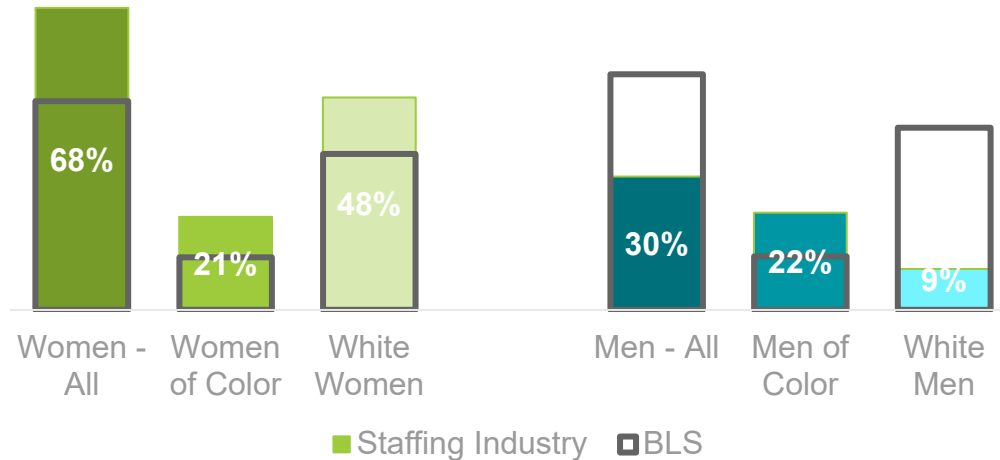
Other Identifying Characteristics



Profile of Staffing Industry Employees

The staffing industry indexes female more than the overall workforce

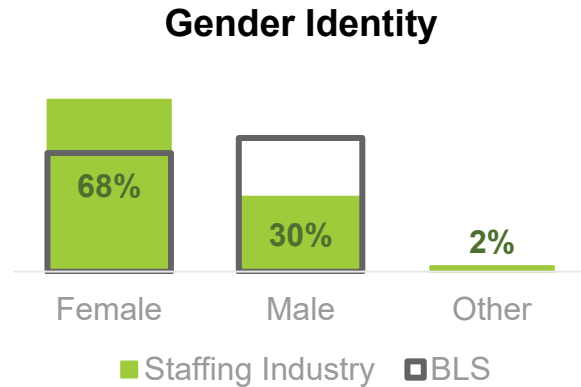
Staffing Industry Representation by Gender and Race/Ethnicity



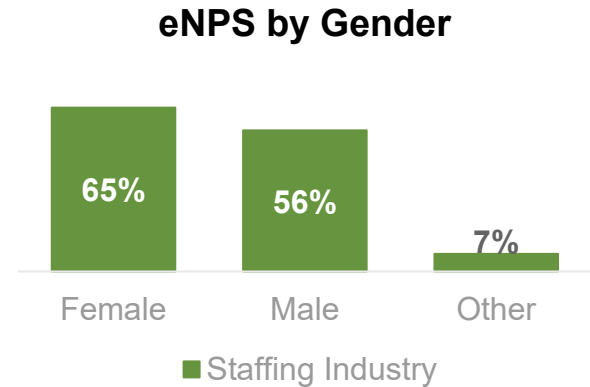
eNPS by Gender Identity

The gap between the typical experience for a male and female in staffing increased slightly

REPRESENTATION



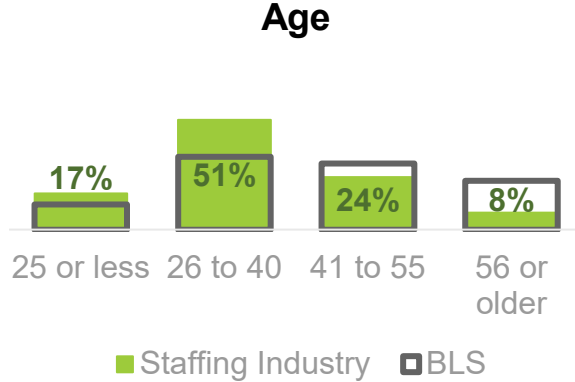
EXPERIENCE (eNPS)



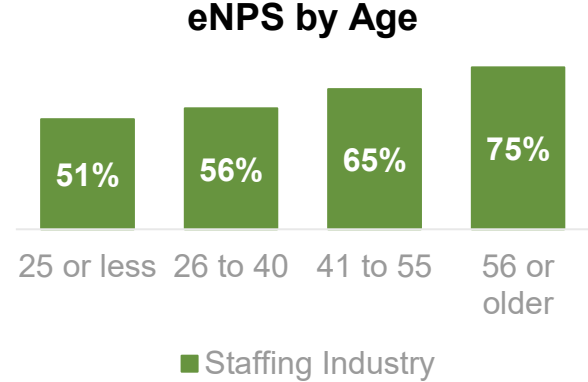
eNPS by Age

Younger staffing employees are more likely to express dissatisfaction with their firms

REPRESENTATION



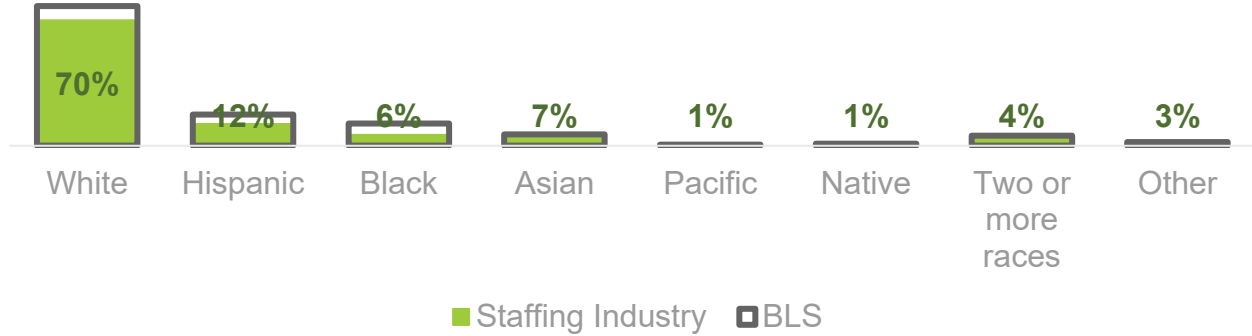
EXPERIENCE (eNPS)



eNPS by Race/Ethnicity

For the most part, eNPS is steady across race and ethnicity of the employees responding

REPRESENTATION



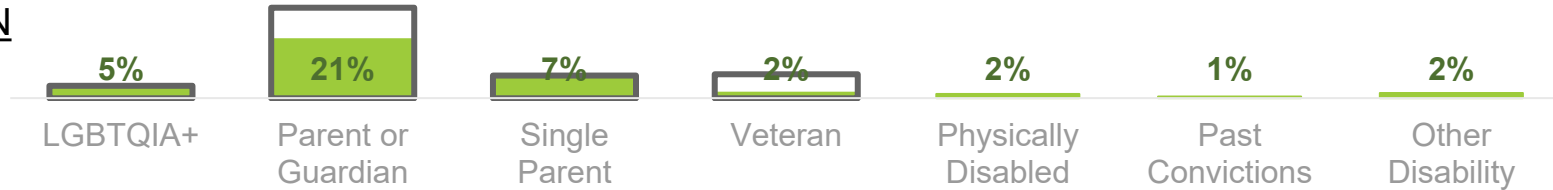
EXPERIENCE (eNPS)



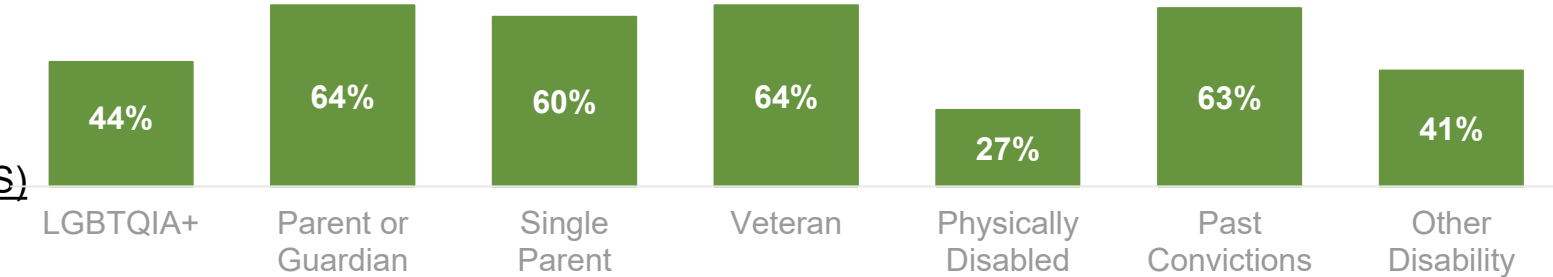
eNPS by Identity

While performing well with parents, those identifying as disabled or LGBTQIA+ rate firms lower

REPRESENTATION



EXPERIENCE (eNPS)



5 Keys to Attracting & Retaining an Engaged Female Workforce

- ❑ Job flexibility/remote work
- ❑ Level the playing field
- ❑ Feedback and recognition
- ❑ Opportunities to advance
- ❑ Listen to feedback

Flexibility & Remote Work

Top 5 Non-Compensation Criteria for Female Job Seekers

- 1) **Schedule flexibility**
- 2) Job security
- 3) Traditional benefits
- 4) **Opportunity to work remote**
- 5) Professional development

Level the Playing Field

Employees at
winning firms were

1.9x

as likely to mention
fair and equitable practices
at their firm

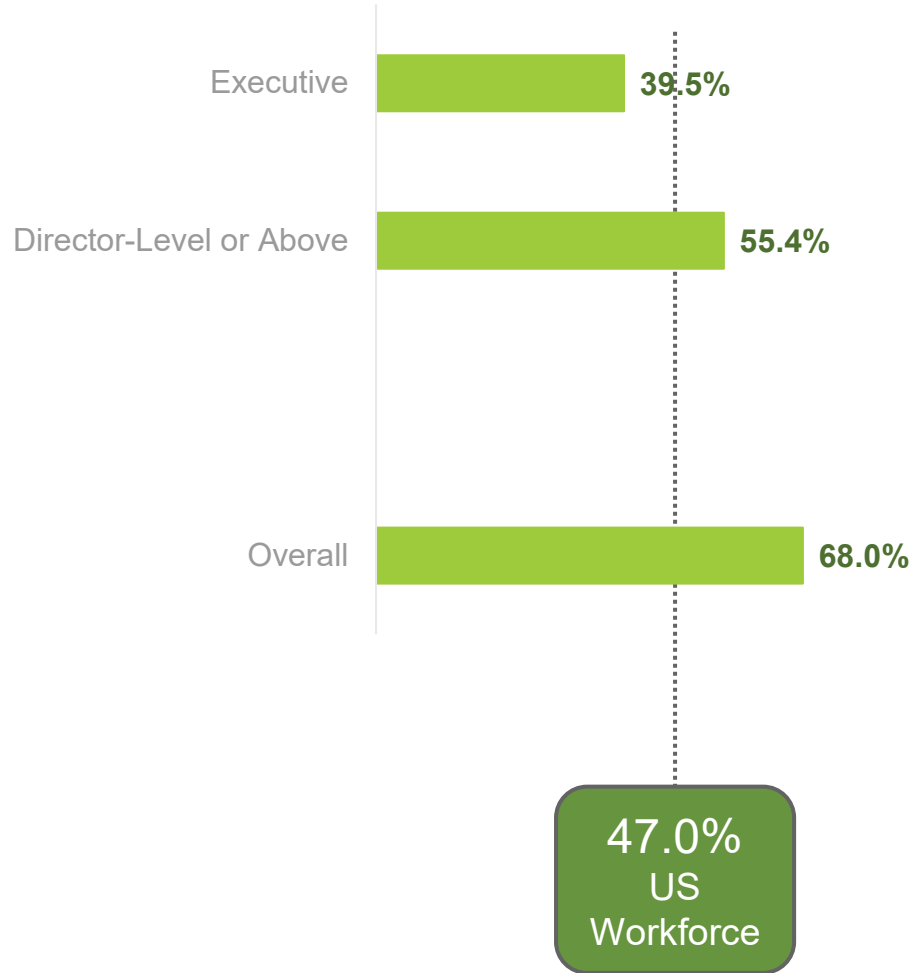
Feedback and Recognition

Employees at
winning firms were

2.4x

as likely to receive
feedback and recognition
at their firm

Opportunities to Advance



Opportunities to Advance

3.3x

less likely to become an executive

3.8x

less likely to become an executive



Communities for Women of Color in Staffing





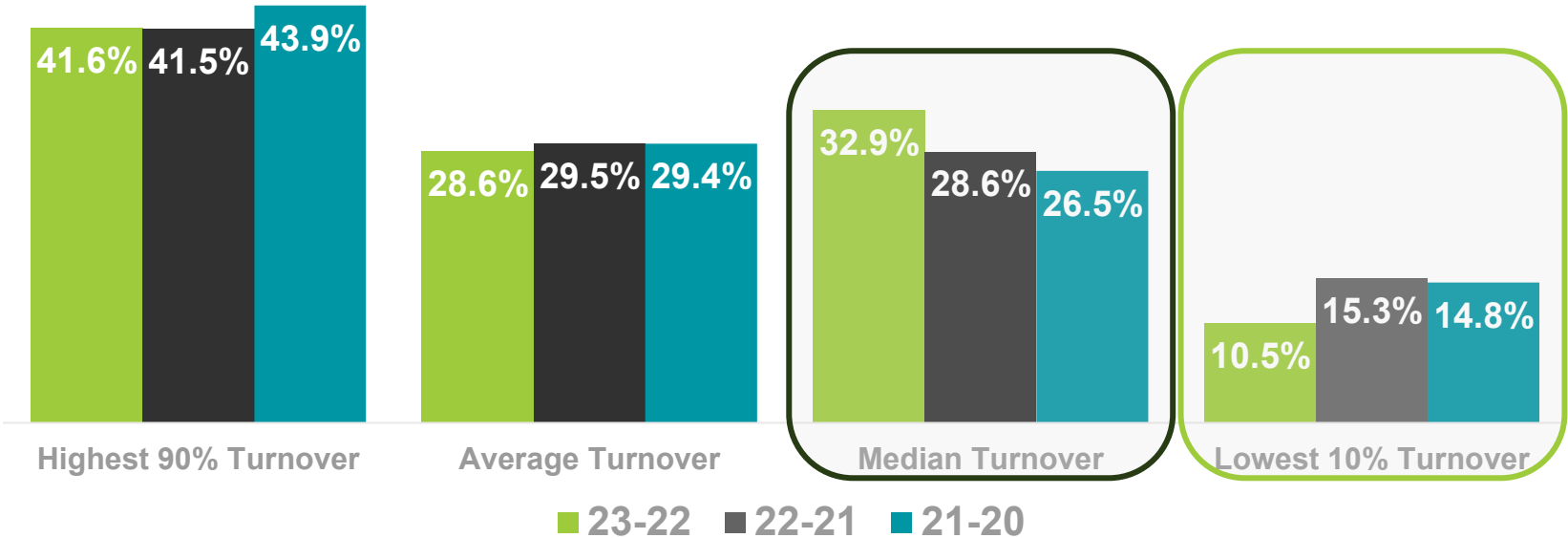
2024 Staffing Turnover Analysis

The Data

- 30** Qualifying staffing firms analyzed with at least 2 point-in-time internal employee surveys in 2022/2023
- 4,662** Total contacts in initial employee surveys. Used to compare against 2nd iteration
- 1,518** Total respondents in initial employee surveys that turned over in 2nd iteration
- 2,737** Total respondents to initial employee surveys
- 51** Median contacts per firm in initial employee survey

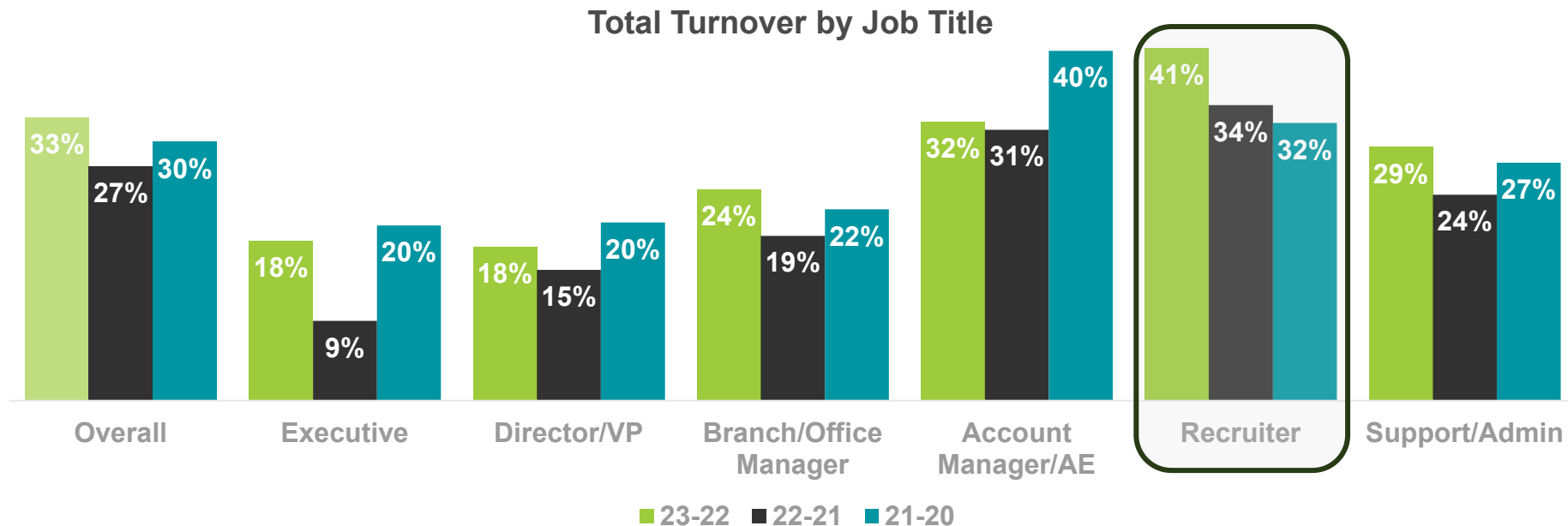
Internal Staffing Employee Turnover: Median turnover up 4.3 points from 2022

Staffing Company-Level Turnover



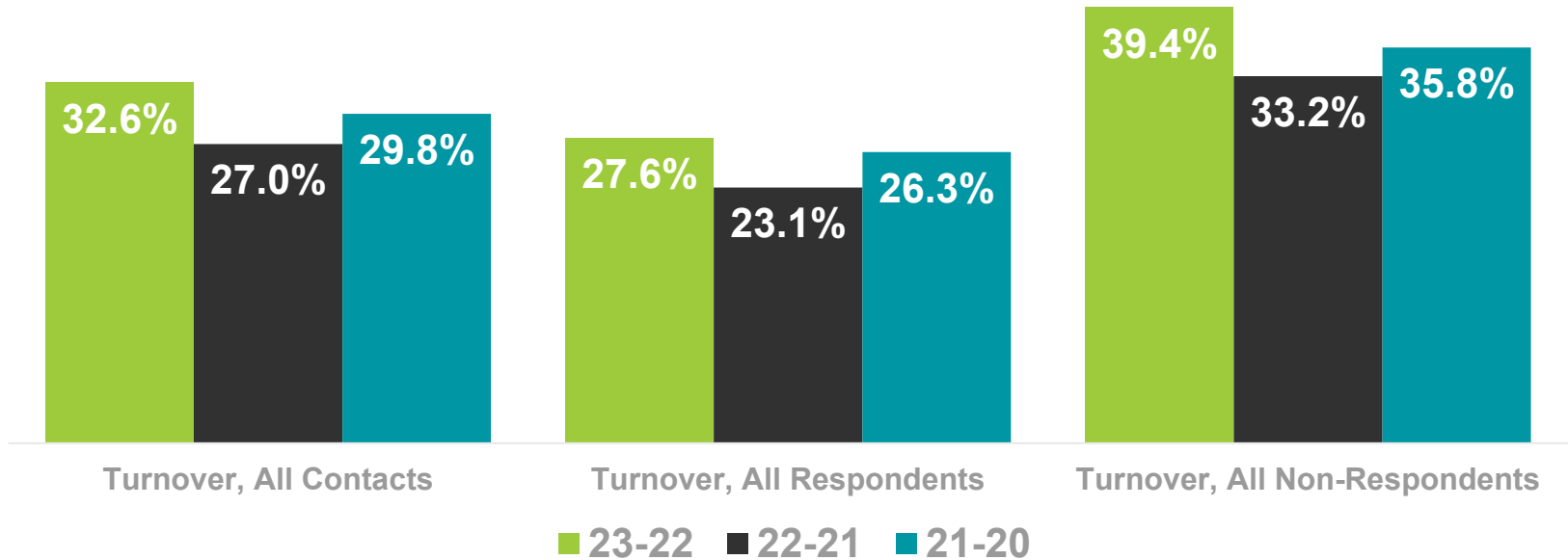
SOURCE: ClearlyRated 2022 to 2023 Staffing Employee Turnover Analysis

Internal Employee Turnover: Recruiter turnover has steadily increased to 41% in 2023 vs. 34% in 2022



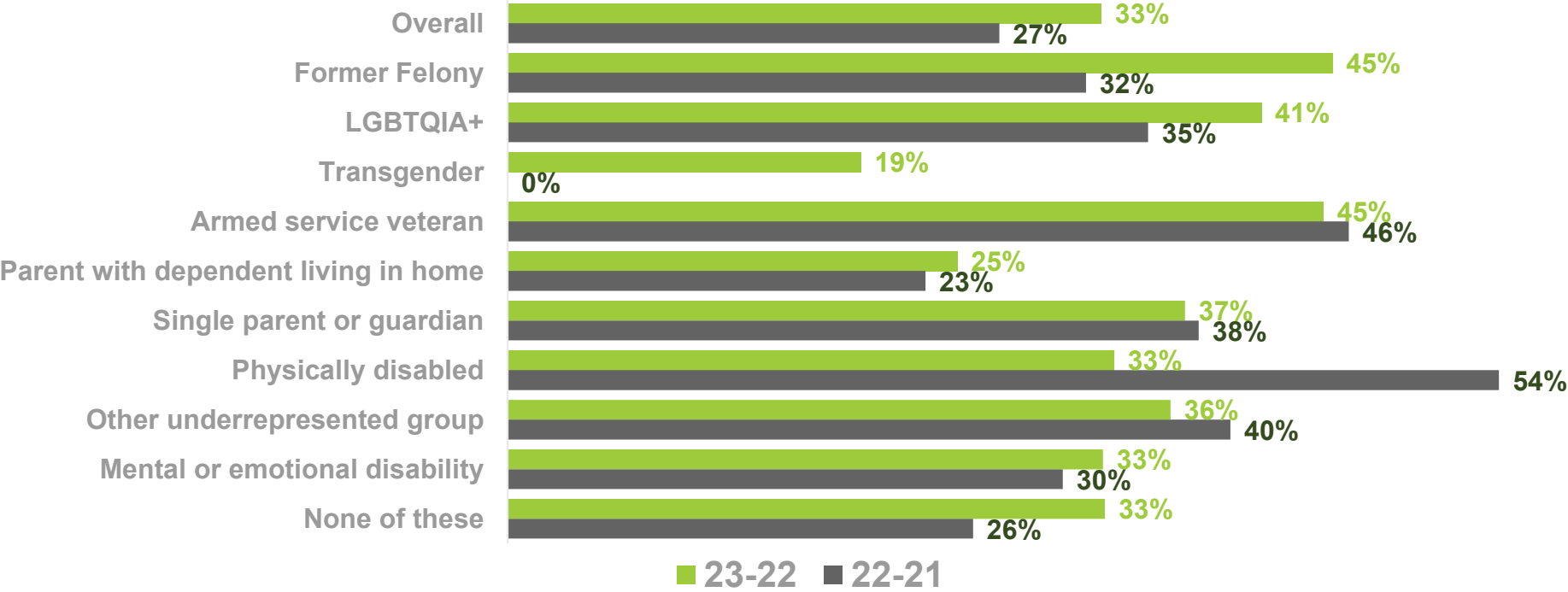
Leading Indicators of Turnover: Significantly higher among contacts that do not respond to the initial survey

Total Turnover by Response Status in Initial Survey



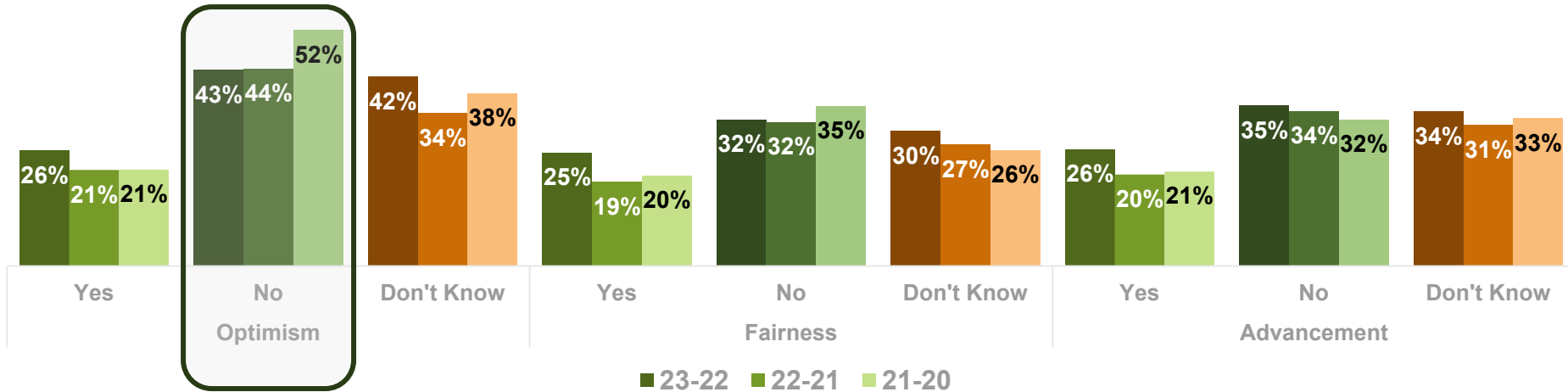
Leading Indicators of Turnover by Identity

Total Turnover by Identity



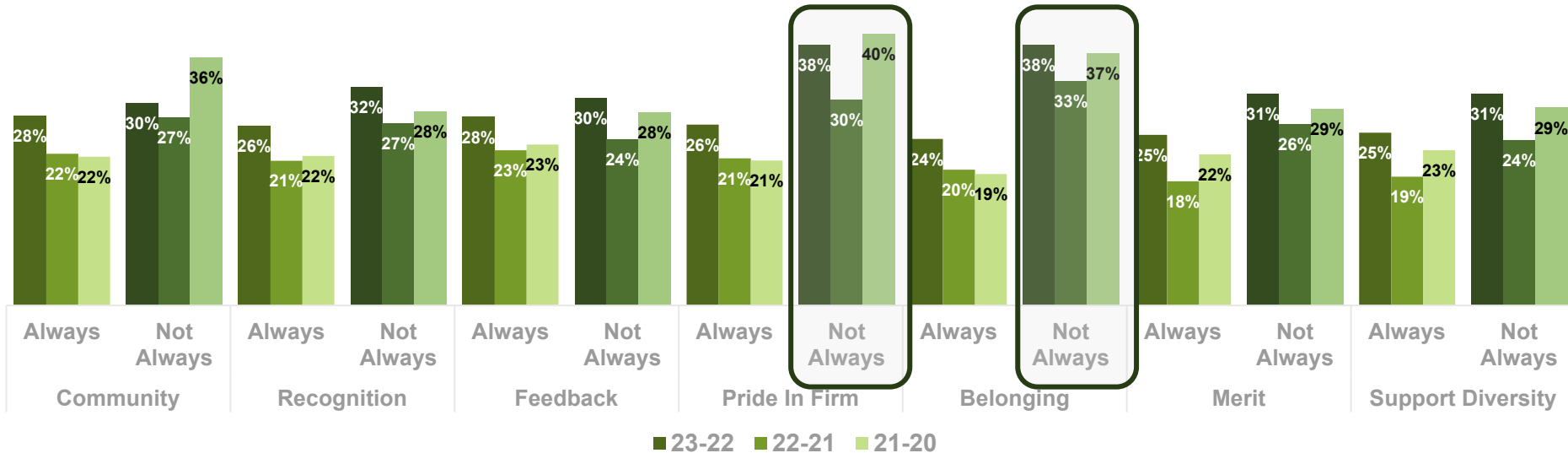
Leading Indicators of Turnover: A negative response to the 'optimism' driver is highest predictor of turnover

Total Turnover by Driver Response in Initial Survey



Leading Indicators of Turnover: “Not always” answers for 'pride in firm' and 'sense of belonging' are second highest predictors of turnover

Total Turnover by Driver Response in Initial Survey



Questions?



Eric Gregg

egregg@clearlyrated.com

[linkedin.com/in/ericgregg/](https://www.linkedin.com/in/ericgregg/)



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to a brief survey**