

Spring 2013

## APRIL INDUSTRY SNAPSHOT

- 165,000 jobs added in April 2013
- Unemployment down to 7.5 percent
- Index value is 92
- Staffing employment up 1.2 percent from April 2012 and up 1.9 percent from March 2013
- Temporary and contract employment down 0.21 percent for April 2013 and up 6.6 percent overall in 2013

## SUMMER HIRING EXPECTED TO RISE SHARPLY

*More employers reluctant to add permanent hires to their overhead are staffing up just for summer. Wages are higher than last year's, too.*

The dreary employment numbers announced last [month] masked one scrap of good news for job-seeking teens (and their parents): The number of companies looking to bring on extra help for the summer has risen sharply over last year, and average pay for these positions, at \$11.50 an hour (up from \$10.90 in 2012), is at its highest point in six years. **READ MORE** [<http://management.fortune.cnn.com/2013/04/10/summer-hiring/>]

## JACK OF ALL TRADES...



## SEND TO A FRIEND

Know someone who might like *Staffing Connection*?

## Your Annoying Friend, the Audit *Classifying and coding saves time and money*

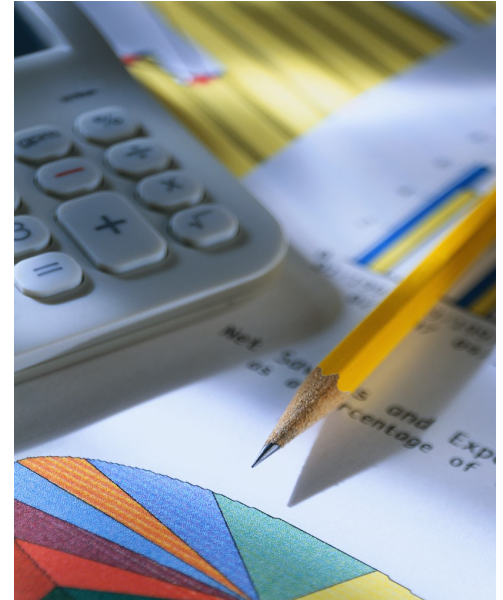
Let's face it, we all dread audits. Whether they are underwriting audits, financial audits, workers comp premium audits or IRS audits, we've spent more time worrying about them than we've spent using these "friendly nuances" to our advantage. We can all agree that the audit is an unavoidable exercise, so instead of going through the motions, let's reap the benefits. Starting now.

Unsurprisingly, the less accurate the information you provide to your auditors, the less likely you are to save yourself money in the long run – specifically on your workers' comp premium. The audited premium, classification codes and payroll information provided to your auditors all impact the experience modification factor, which largely determines your WC premium. This important factor compares your expected loss rate (based on payroll by class) to your actual losses. Therefore, if the payroll information provided to your auditors is incomplete, inaccurate or contains incorrect class code information, the auditors must calculate your risk as conservatively as possible, using the highest rated exposure, which often results in a higher premium.

You can easily avoid these issues by providing clear and accurate information to your auditors. The two most important things to provide at the time of the audit are:

1. A breakdown of payroll by client, separated by job duties/type.
2. A breakdown of employees by class code and by client served.

These breakdowns will help the auditor properly classify each employee, rather than assuming every employee falls under the highest rated exposure. For instance, if a staffing firm places 25 employees at ABC Plastics, and 10 employees worked in the accounting department while the other 15 employees worked in the plant (packaging, machinery, etc.), two classes would apply – Plastics Manufacturing for the 15 plant employees, and Clerical for the 10 accounting employees. However, if the insured didn't provide an accurate payroll breakdown, the auditor would group all 25 employees into the



Plastics Manufacturing class, resulting in an increased risk assessment and a higher premium.

Classifying temporary employees can be time consuming, but a good carrier partner should be able to assist with this. Typically, the carrier should be able to provide you with the appropriate class of business to be used for each client and each job description within that client. Obtaining this information prior to placing candidates can have huge benefits! You'll have a better idea of the workers' comp rate for quoting purposes, there won't be any surprises at audit, and you'll easily be able to classify each employee prior to placement. In addition, to help you keep track of these items, the majority of all staffing industry software will allow you to track your payroll by employee, by class and by client.

## Advice for Life

### Food Truck Rodeos Make Picnicking Fun, Tasty and Easy

Spring has sprung and with winter a distant memory (in most corners of the U.S., anyway), it's time to venture outdoors. What better way to enjoy the beauty of Spring than with a picnic. And what better way to "picnic" than at a food truck rodeo!

What's a food truck rodeo? The food truck craze, sweeping across the nation much like the warm weather of springtime, continues to bring new and innovative fare to cities and burbs large and small. Whether barbeque, Cajun or Cuban, in a wrap, on a roll or as a ball, the gastronomic options offered by food trucks from New York to Los Angeles are seemingly endless — and delicious. When multiple trucks gather at a specified time in a single location, the "rodeo" that ensues can leave even the most culinary expert hard pressed to choose a truck.

To find out where the food trucks in your area will gather next, just Google "food truck associations" in your area. Then save the date, grab a lawn chair and leave the picnic basket at home, and let someone else do the cooking.



## Drive Your Online Audience with a Clear Call to Action

### *Advice on targeting millennials*

At 80 million strong, the Y Generation (aka Millennials) born between 1982 and 2004 are a force to be reckoned with. Do you know how to reach them? If so, are you?

Take your website, for instance. While many businesses seeking your services start online, they are not the only ones visiting your website. In fact, as many as 70 percent of your online audience consists of job seekers themselves. While companies might be your primary focus, you can't ignore this reality...or the candidates.

In his Staffing Daily blog, Paul Phillips says you should use your website to encourage the action you want. If you don't want to riffle through hundreds of online applications, for instance, then don't. Simply replace the APPLY NOW option with an online assessment so you can screen out the undesirables *before* they apply.

If you want to do away with e-forms altogether, provide directions to a local office where they can make an appointment. This also gives you a little face-to-face with those more serious candidates. And considering that millennials are not too keen on face time, you can weigh their comfort level in person before investing too much.



Phillips also suggests asking job seekers to send you their resume via Facebook after Liking your page. This call to action will have the double-whammy impact of simultaneously growing your Facebook presence. And since millennials love social media, odds are they'll comply.

Finally, create a mobile presence. Remember those techno-savvy millennials? They treat their mobile devices like appendages — and sometimes use them for phone calls — so a mobile option will serve you both now and into the future. As evidence of this trend, a recent CareerBuilder tracking found that "as much as 40 percent of mobile candidates abandon the application process when they are notified they are about to encounter a non-mobile friendly apply process."

## Smart Phones Make for Not-So-Smart Practices

According to a recent CareerBuilder survey of more than 5,200 workers, those with smart phones said they are checking in with the office on their smart phones from virtually anywhere and everywhere, including:

- During a meal: 62 percent
- On vacation: 60 percent
- While in the bathroom: 57 percent
- Lying in bed at night: 50 percent
- At a movie, play, or musical: 25 percent
- On a date: 18 percent
- Working out at the gym: 17 percent
- At a child's event or function: 17 percent
- At church: 11 percent

Depending on the kind of employer you are, this might be perceived as a good thing. However, in reality, employees need to maintain a healthy work/life balance. Disconnecting from work is necessary to avoid burnout and other risky behaviors.