



Industry Update



August 2007

CONTACT:

Award Staffing
8030 Old Cedar Avenue South
Suite 110
Bloomington, MN 55425
Tel: (952)924-9000
Fax: (952)929-1300
Email: success@awardstaffing.com

What Up-and-Coming Workers Really Want: Survey Results Reveal Tips for Attracting and Retaining Talented Employees

Researchers at the Collegiate Employment Research Institute at Michigan State University recently conducted a study that examined the specific job characteristics that are correlated with a young adult job seeker’s decision to pursue and accept a job opening, and the likelihood that, if hired, the individual will be satisfied in the position. The study found that the specific characteristics on which young adult job seekers and workers place the most value goes far beyond the wage they are paid, and may not be what recruiters expect. These results serve as helpful insight for recruiters to use to adjust their strategy for attracting and retaining talented young workers.

The researchers’ choice to focus on young adults was born from the fact that 2 million young adults earn high school diplomas and another 1.5 million young adults earn college degrees annually in the U.S. Often, after earning diplomas and/or degrees many of these individuals start pursuing careers. For recruiters facing the staffing challenges presented by the currently tight labor market, this group of over 3 million educated young adults is a great resource.

(Attracting and Retaining Workers Continued on page 2...)

In this month’s issue:

- What Up-and-Coming Workers Really Want: Survey Results Reveal Tips for Attracting and Retaining Talented Employees
- Award Staffing Opens New Office in Chaska
- In the Break Room: Award Staffing’s Crossword Puzzle
- Award Staffing Selected as One of The Most Dependable Staffing Firms



Award Staffing Opens New Office in Chaska

On August 1, 2007, Award Staffing opened the doors of its new Chaska office for business. The new office is located in the City Square Center in downtown Chaska. Award’s new Chaska office features all of the same services as our corporate office in Bloomington, including: real-time access to our employee database for quick and accurate updating and order filling, GMP training stations to grow our base of current GMP trained employees, access to our full-time recruiters and staffing coordinators for clients with unique recruiting and staffing needs, ASAP staffing capabilities, and local ownership, all at a more centralized location for improved recruiting and training efficiencies from our previous Chaska location.

Award Staffing- Bloomington Office



8030 Old Cedar Avenue South
Suite 110
Bloomington, MN 55425
Tel: (952)924-9000

Award Staffing- Chaska Office



121 West 4th Street
Chaska, MN 55318
Tel: (952)448-4535

We speak your language- clear and simple. Performance Counts.

The study consisted of a survey that was completed by over 9,000 workers classified as young adults (ages 15-25), 2,400 workers classified as older adults (ages 26-67) and over 400 recruiters. The survey asked respondents to rate the order of importance of 15 key job characteristics related to interest in a position and job satisfaction.

Researchers found that young adult workers aged 15-25 ranked the characteristics, from most important to least important, as follows: 1-interesting work, 2-good benefits, 3-job security, 4-chance for promotion, 5-opportunity to learn new skills, 6-geographical location, 7-annual vacations of one week or more, 8-high income, 9-flexibility in work hours, 10-regular work hours-no nights/weekends, 11-the ability to work independently, 12-limited job stress, 13-travel opportunities, 14-prestigious company, and 15-limited overtime.

The high ranking of interesting work, good benefits, and job security combined with the lukewarm rating of high income, indicates that young adult workers may be more inclined to accept and be satisfied with a job that they find interesting and offers them a chance for long-term security and success, even if it pays less than a job that does not offer these things. Furthermore, the high rating of good benefits, which historically has been rated much lower by young adult survey respondents of the past, indicates that current events revolving around rising healthcare costs and employers' efforts to save money on benefits are raising young adults concerns about their ability to afford medical coverage on their own. Finally, the comparatively low rating of having the ability to work independently (young adults ranked independent work 11th, while 26-35 year olds ranked it 9th and 36-67 year olds ranked it 8th) suggests that young adults may feel more comfortable working in teams and

may desire the opportunity to learn from the experience of veteran team members.

Armed with this knowledge, recruiters should be able to tailor their recruitment efforts to really speak to the things that will grab young adult job seekers' attention. However, researchers found that there may be a disparity between what job seekers want and what recruiters think they want. Specifically, when asked how they thought young adults would rank the 15 job characteristics in order of importance, recruiters believed that high income and working for a prestigious company would rank significantly higher than they did and good benefits and job security significantly lower than they did. This could be problematic for companies trying to recruit new talent, because their recruiters may not be advertising the aspects of job openings that will attract the attention of up-and-coming young adult workers.

So, what can your company do to achieve better results recruiting young adult workers? Well, the researchers from Michigan State recommend a handful of things. First, they suggest promoting interesting projects associated with open positions that really draw the connection between the job a new hire will be doing and the overall success of the organization. Second, they advise recruiters to note that, due to their relative inexperience, young adult's may expect to make less than older candidates, so subjective factors like vacation, location, and long-term opportunity may be more important than high salary to young adult workers than to older workers. Third, they remind recruiters that benefits and job security are important factors to young adults, and employers should focus on them early in the recruiting process in order to

capture and keep young adults candidates' interest in a job opening.

In addition to the tips offered by the Michigan State University researchers, Award has a few additional suggestions for using the results of this study, that our recruiters have had success using, to attract and retain good young adult workers. First, share the results of this study with your recruiting and hiring department to ensure that they are educated about what young adult workers think are the most important characteristics of a satisfying job. Second, if positions are team-oriented or if you provide on-the-job training for a position, promote these aspect of the job to attract young workers that may be interested, but unmotivated to apply for fear of rejection due to their lack of real world experience. Third, appeal to young adults' desire for job security by explicitly stating, "Potential for long-term opportunities and growth for hard-working and ambitious candidates," in the job advertisement. Finally, if you have openings that involve part-time hours or short assignment terms that are generally not associated with the job security and benefits most young adult candidates are looking for, give Award Staffing a call. These types of positions are often difficult for non-staffing companies to fill. However, the nature of our business allows us to place our employees at our clients' companies only for as long as they are needed. When our employees have successfully completed their assignment with one company, we can place them in a position at another company, which allows us to attract, recruit, and employ workers as full-time, benefits-eligible employees, while sending them to work for our clients on a temporary basis.

At the end of the workday, attracting and retaining workers when the labor market is as competitive as it currently is requires even the best recruiters to use all of the knowledge available, such as what workers want, to ensure that open positions are filled with talented workers who are a good fit for the position!

Young adult workers may be more inclined to accept and be satisfied with a job that they find interesting and offers them a chance for long-term security and success, even if it pays less than a job that does not offer these things.

Award Staffing Selected as One of the Most Dependable Staffing Companies in Great Lakes Region



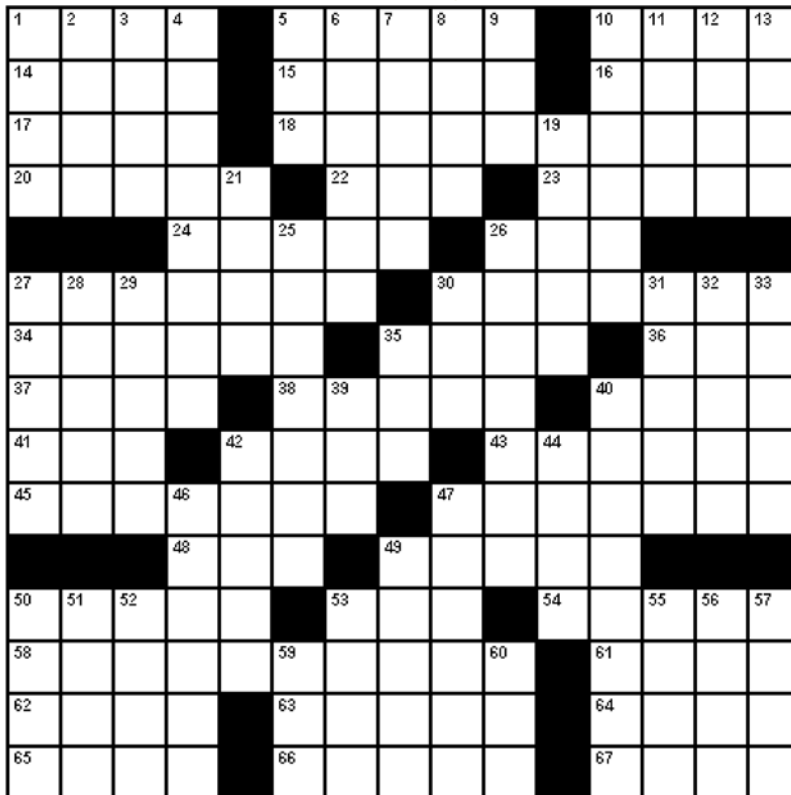
Award Staffing has been selected by Goldline Research as one of the Most Dependable™ Executive Search Firms and Staffing Agencies of the Great Lakes Region. The list of the Most Dependable Executive Search Firms and Staffing Agencies of the Great Lakes Region is scheduled to be published in the August issue of Northwest Airlines WORLD TRAVELER Magazine.

“We are pleased to have Award Staffing on this list,” said Ryan Kluff, Publisher of Goldline Research. He added, “They exceeded all of our industry criteria and had outstanding client references.” Over 3,800 Executive Search Firms and Staffing Agencies were contacted regarding the list and the response was overwhelming.

“Our mission is to maintain a reputation for reliability and outstanding customer service, so inclusion on The Most Dependable™ list is truly an honor,” a representative for Award stated.

Goldline Research is a list research and publishing company specializing in investigating the credibility and performance of companies in a variety of professional services industries for selective inclusion in their published The Most Dependable™ lists. Goldline Research works closely with leaders in professional services industries to develop the criterion that forms the basis for its selection process. Goldline Research’s lists have appeared nationwide for over 4 years in a wide variety of print publications such as Southwest Airlines SPIRIT Magazine, TEXAS MONTHLY, SAN DIEGO MAGAZINE, UNITED HEMISPHERE MAGAZINE, Delta SKY Magazine, FORBES, LA MAGAZINE and PHOENIX MAGAZINE. In order to be selected to a Most Dependable™ list, firms must meet all of Goldline Research’s industry criteria, have no consumer complaints, lawsuits or disciplinary actions and provide client references that are checked and scored based on a proprietary scoring system.

In the Break Room: Award Staffing’s Crossword Puzzle



ACROSS

1. Highway
5. Pilsner
10. Small yeast cake
14. French clergyman
15. Board for nails
16. Ancient Greek coin
17. Liquid food
18. Difficult to defend
20. Minor, in law
22. Fail to tell the truth
23. Use a soapbox
24. Adored
26. Like 1 and 3, e.g.
27. Nightclub
30. Interruption
34. Subsides
35. Emperor of Rome 54-68
36. Curved bone
37. Portrayal by an actor
38. Minor mistakes
40. Relaxation
41. Holiday start
42. Prez’s second
43. Construction framing a fireplace
45. Permanently attached, to a zoologist
47. The _____ Falcon
48. T.G.I.F. part
49. Slender boat
50. Mouthlike opening

53. Dance step used in ballet
54. Burst forth
58. Conformity
61. Land in water
62. Indigo
63. Go swiftly
64. _____do-well
65. Network of nerves
66. Devilish
67. Metric unit of mass
26. Person who rows
27. Worries
28. Overhead
29. Bundles
30. Brown-capped boletus mushroom
31. Salt of uric acid
32. Ascends
33. White barked poplar tree
35. Pinch
39. Levi’s rival

DOWN

1. Coarse file, angry tone
2. Thin woodwind instrument
3. Adjoin
4. Remove the hair from
5. Monetary unit of Bulgaria
6. Talisman
7. Icy
8. Sea-going eagle
9. Cereal grass
10. Planks
11. Swedish pop band whose hits include “Waterloo”
12. Metal fastener
13. Sheltered nautically
19. Cowboy display
21. Ripped
25. Ships
40. Ingoing
42. Essential
44. Drug-yielding plant
46. Easy to understand
47. Symbol
49. Ecclesiastical rule
50. Sign of injury
51. Accent
52. Leave out
53. Tailless rodent
55. Manipulator
56. This can be guilty or not guilty
57. Division of a school year
59. Doctrine
60. 7th letter of the Greek alphabet

We speak your language- clear and simple. Performance Counts.