

## Recruitment Agency Roundtable

# **Suburban Newspapers of America's Annual Classified Managers' Conference**

The Westin Casuarina Hotel & Spa (Las Vegas, NV)  
November 10, 2005



# **Creating Demand Delivering Talent**

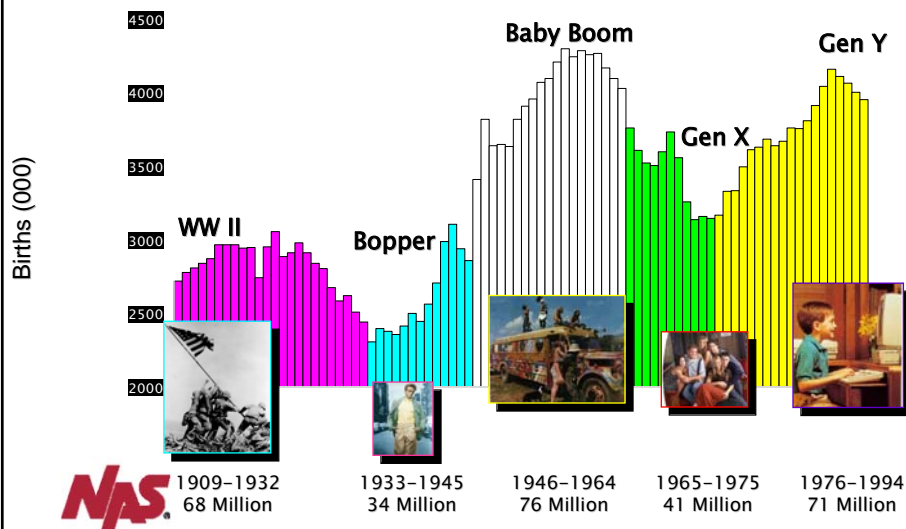


## Recruiting Trends for 2006

- Importance of Employment Branding
- Continued reliance on technology
- Attracting “semi-passive” & “passive candidates”
- Focus on *retention* as a part of recruitment
- Stronger reliance on Employee Referrals
- A shift from quantitative to qualitative metrics
- Focus on talent shortage in all industries



## A Generational Map of America



## The Aging Population is a Global Phenomenon

Other Countries with similar predicaments include Russia, Germany, the UK, Japan, France and Spain

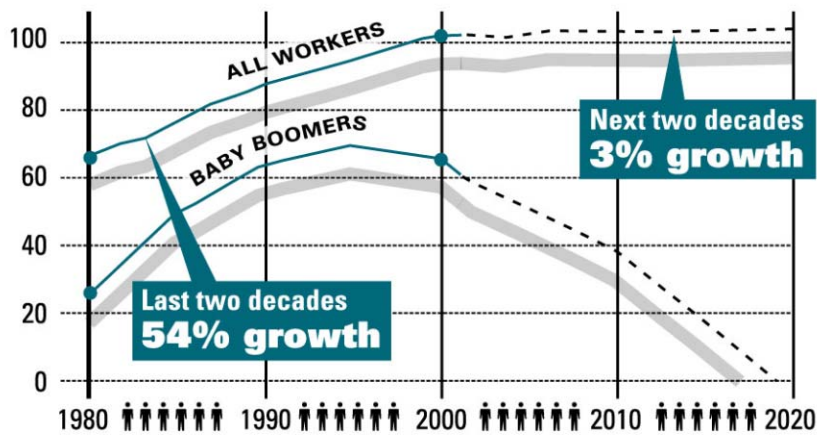
Employment Policy Foundation



### As the boomers retire, the workforce will stop growing...

The U.S. has always been able to count on an expanding labor force. But as the boomers are replaced by a smaller generation, the number of workers between the prime working ages of 25 and 54 will stagnate.

Prime-age workers (ages 25 – 54), in millions

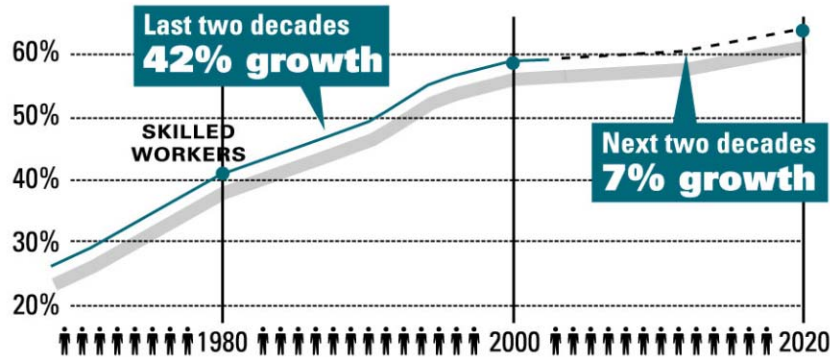


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## and the average worker's education will flatline...

During the past 20 years, the share of the workforce that had attended college grew from just over 40 percent to almost 60 percent. That figure will barely budge during the next two decades.

*Prime-age workers (ages 25 – 54), with more than a high school degree*



## 613 Workers asked how prepared they were for a job search

- 41% Somewhat prepared
- 39% Very prepared
- 11% Not prepared
- 9% Somewhat unprepared

• Society of Human Resource Management

## Preparing for the Worker Shortage in 2010

- 428 HR Professionals Surveyed
- 33% Doing Nothing
- 37% Increased Training
- 30% Implemented Succession Planning

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## Breakdown of Where Organizations Recruit

**\*Locally 63%**

Nationally 30%

Multi-Nationally 7%



Staffing.org

Bureau of National Affairs

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### **Efficiencies and Opportunities (SNA / Recruitment Ad Agencies)**

- Collaborative Partnership
- Speed, Simplicity and Accessibility
- Product Offerings (Direct Mail, Career Outreach – Industry/Organizational Showcase, etc.)
- Technology Offerings
- Key market/demographic advantages
- Strength of ROP attracting “semi-passive” & “passive candidates”



**Thank You!**

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