



Finding and hiring the right talent is hard.
We make it easier for you.

Q1 2021
**Talent Acquisition
Industry Insights**

The go-to resource on the talent acquisition trends, news and research driving our future of work.



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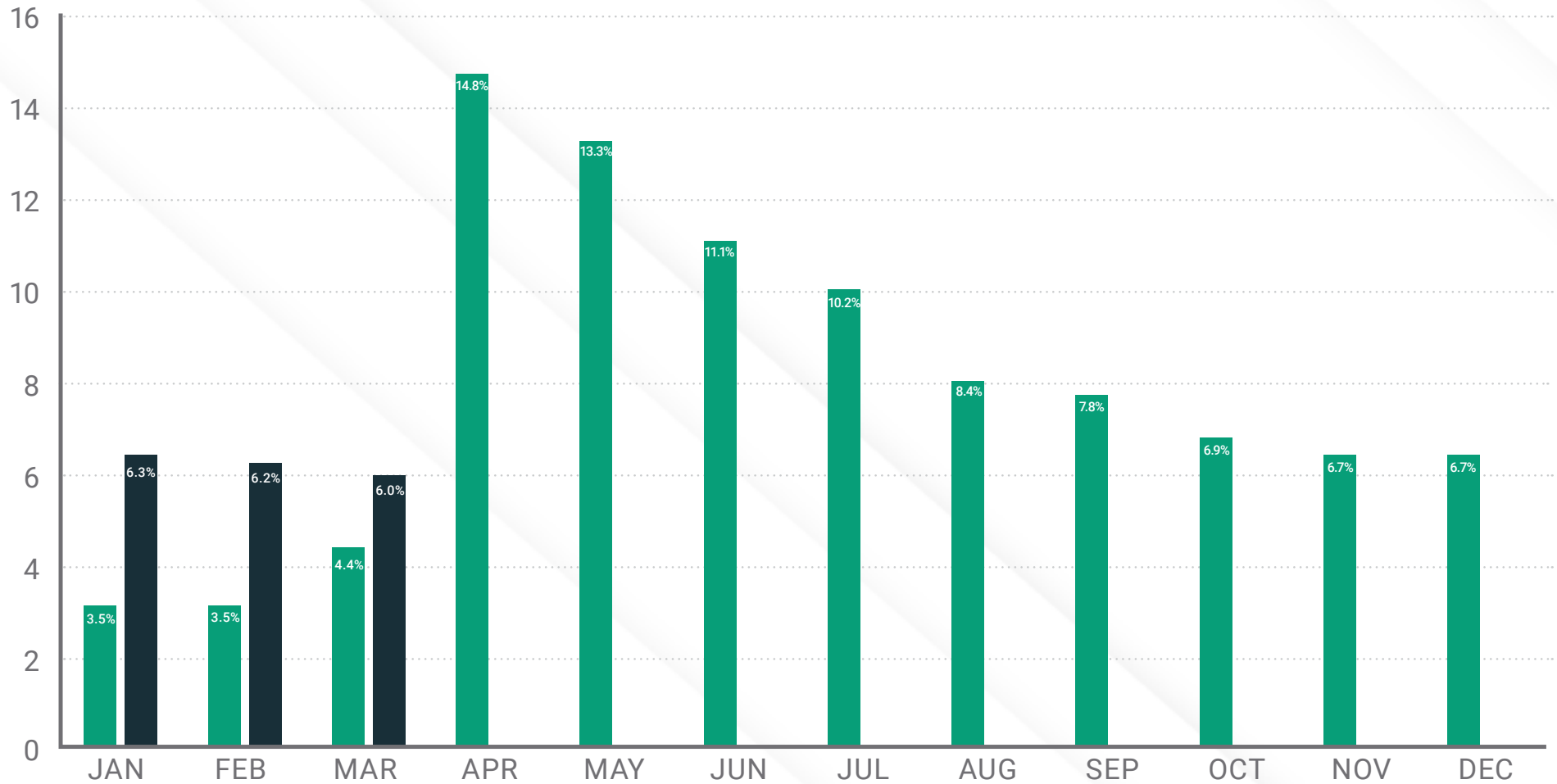
U.S. Unemployment Rates

2020 & 2021

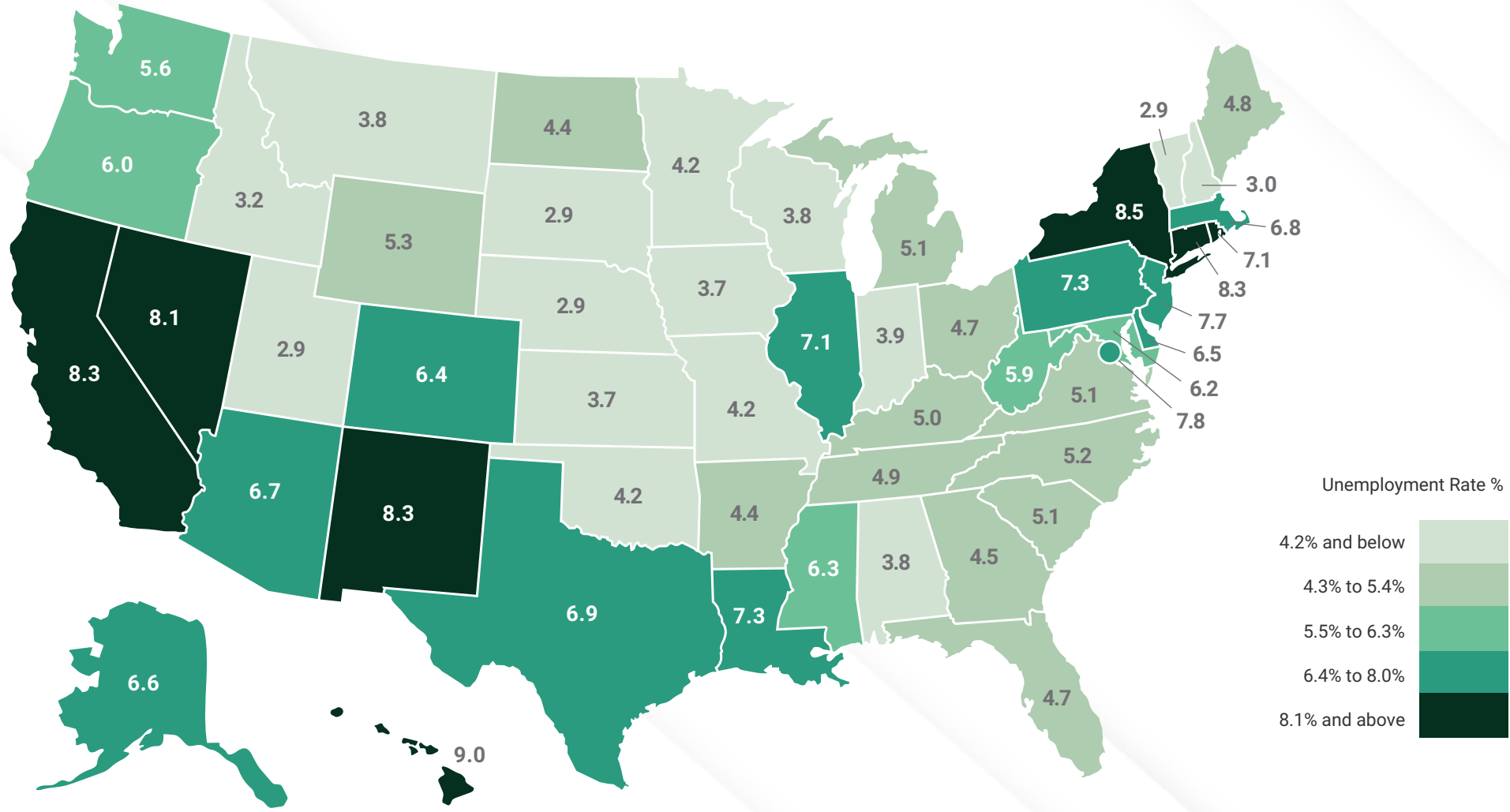
Current Unemployment Rate = 6.0%

2020

2021



U.S. Unemployment Rates by State



Source: www.bls.gov

Sub-head

Market Intel

“Flood Gates Are About to Open”

Bank of America just boosted its forecast for 2021 US GDP growth for these 3 reasons:



The fiscal stimulus package.



Better news on the virus front.

Positive COVID cases down 72% from January peak and faster-than-expected vaccination rate



Encouraging economic data.

A recovery in manufacturing has also materialized at a rapid pace as the housing market booms

The Manufacturing Industry is Powering the Economy But Struggling to Keep Up

Unfilled orders surged to the highest level in nearly 17 years while delivery times were the second-longest since 1979.

“Supply chains are depleted; inventories up and down the supply chain are empty. Lead times increasing, prices increasing, (and) demand increasing.”

Chemical Products

“We are still struggling to keep our production lines fully manned.”

Food, Beverage & Tobacco Products

“Prices are rising so rapidly that many are wondering if (the situation) is sustainable. Shortages have the industry concerned for supply going forward, at least deep into the second quarter.”

Wood Products

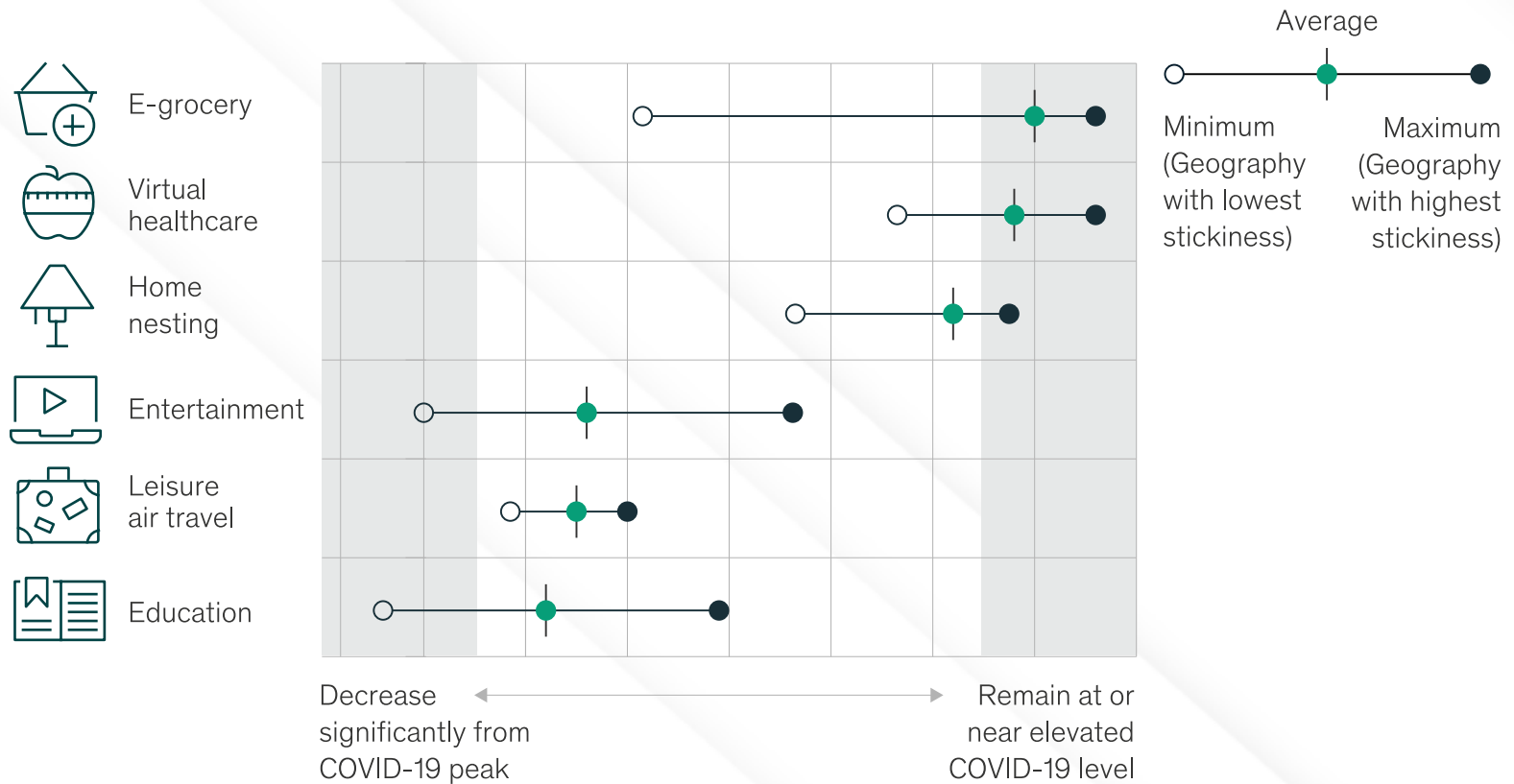
COVID-19

COVID-19:

Implications for Businesses

What behaviors will stick and what will not differ by sector and geography, but overall we find e-grocery is the most sticky and remote education the least.

Average and variance of post-COVID stickiness by sector



COVID-19:

Will You Require Employees to Get a COVID-19 Vaccine?



60%

of HR leaders said they would encourage employees to get vaccinated, but wouldn't require it.

Less than 1/3

of polled HR leaders said they believed it to be ethical to mandate a COVID-19 vaccine.

Only 3%

said they would require employees to show proof of vaccination to return to the workplace.

COVID-19:

Impact on Recruitment



Mobile Apply Rates Overtake Desktop for the First Time Ever

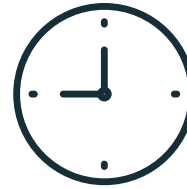
Desktop apply rates decreased 6.7% in 2020 compared to 2019 while mobile apply rates increased 21.2%.



Apply Rates Vary Across Industries

Industries/functions with the highest average apply rate in 2020 were: food service (10.60%), human resources and staffing (8.20%), administration (7.11%) and customer service (7.05%).

Industries/functions with the lowest average apply rates in 2020 were: insurance (2.15%), legal (3.39%), transportation (3.65%) and healthcare (4.13%).



Apply Timing

Overall, candidates applied during the week: Tuesdays (17.6%), Monday (17.3%), Wednesday (16.9%) and Thursday (14.5%).

Mobile apply volume by contrast, was highest on the weekend: Saturday (61.48%) and Sunday (61.99%).



Resume "Gaps"

49% of U.S. employers said that resume gaps are becoming less of a red flag as a result of current market conditions.

COVID-19:

The Impact of COVID-19 on Women in the Workplace

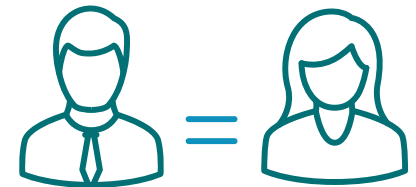
- From February to December 2020, about 4.3 million women in the U.S. dropped out of the workforce.
- Women between the ages of 25-44 were nearly 3x more likely than men to attribute their lack of working to COVID-related disruption of childcare.
- The biggest job sectors for women were also hit hard by the pandemic: food services, hospitality, retail and non-emergency healthcare services.



The economic benefits of narrowing the gender gap are **6-8x higher** than the social spending required



Companies with the highest rankings for gender diversity on executive teams were **25% more likely** to have above-average profitability than those ranked lowest



Taking action now to advance gender equality could **add \$13 trillion** to global GDP in 2030

Sub-head

Diversity, Equity and Inclusion

DE&I:

What DE&I Initiatives Are Most Important to Candidates?



- ✓ Employee training
- ✓ Building a diverse workforce
- ✓ Creating elements of an inclusive workplace including being open to and including other people's opinions

“All eyes are on businesses to put their DE&I commitment into action. For those who don't make a concerted effort in this area, the employer brand is at risk, as is their ability to retain diverse talent.”

Julie Rightmyer
Account Manager, Advanced RPO

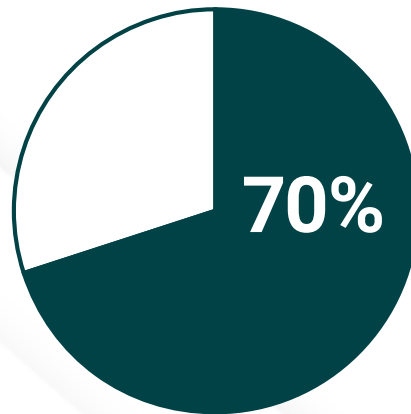
DE&I:

Recruiters Will Play a Bigger Role in DE&I

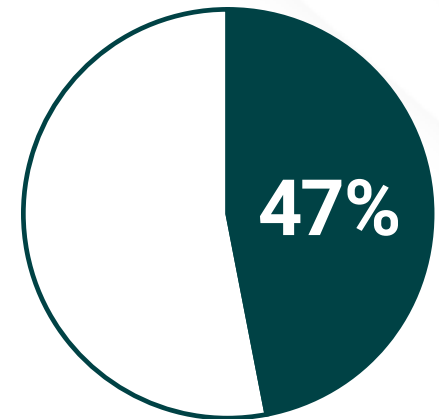


DE&I will be a continuing focus area for recruiters

as candidates make job choices based on their assessment of a company's visible DE&I commitment.



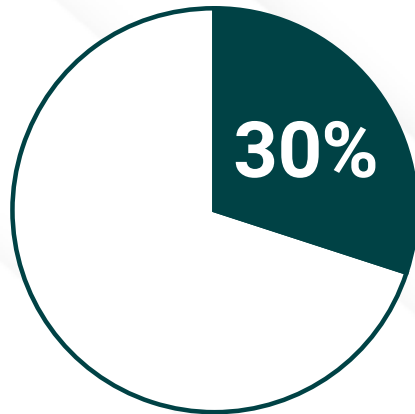
70% of job seekers said they want to work for a company that demonstrates a commitment to diversity and inclusion.



Nearly half (47%) of talent professionals say that hiring managers are not held accountable for interviewing a diverse slate of candidates.

DE&I:

Strategies Needed for 2021 Hiring Plans



30% of employers
don't have a DE&I
strategy in place.



**Those who do have
a DE&I strategy**
focus primarily on gender, race,
and ethnicity and less on age,
disability, and veteran status.

Sub-head

Recruiting Trends

2021 Recruiting Challenges

Top recruiting challenges:
skills gaps and virtual recruiting

39% said filtering a high volume of under-qualified candidates was their biggest pain point of 2020. 2 in 5 predict this will continue to be their biggest pain point in 2021.

60% cited onboarding employees remotely as the biggest adjustment to the pandemic.

Top recruiting *process* challenges



1. Assessing candidates during the interview
41%



2. Identifying quality candidates quickly
40%



3. Effectively screening candidates pre-interview
36%

“In 2020 businesses had to go back to basics, adjusting their recruiting processes to work in a newly remote world. This year, as hiring levels rise, employers will need to take those processes from functioning to optimized in order to find and attract the right talent.”

John Hess

Executive Vice President, Operations, Advanced RPO

The Use of Recruiting Technology is WAY UP

- and Will Remain That Way

2020 vs. 2019



video interviews **up 129%**



job simulation assessments **up 26%**



chatbots **up 15%**



mobile text campaigns **up 50%**

“Adoption of recruiting technology went from steady to a state of emergency. Companies have these tools, now what? Employers will need to find new ways to drive ROI where it counts - enhancing the candidate experience.”

Pam Verhoff
President, Advanced RPO

The Latest on the Candidate Experience

Top 3 reasons candidates withdraw from the recruiting process:

- 1** Their time was disrespected during interviews and appointments.
- 2** The recruiting process just took too long.
- 3** Salary didn't meet expectations.

The number of candidates reporting a positive experience increased by:

- 32%** when they can launch a job application directly from a text message alert
- 35%** when they receive text message reminders about their next steps
- 52%** when informed of the post-interview steps and follow up in the stated time frame
- 76%** when the hiring manager calls a selected candidate prior to their start date
- 83%** when candidates are given the opportunity to communicate their goals, meet fellow team members and get their questions answered before their start date

Why it matters:

- 66%** of candidates said they would refer others based on their experience
- 77%** of candidates said they shared their positive experiences

Refresher on Interview Questions

Do's and Don'ts

Here are some illegal interview questions your interviewers shouldn't ask:

- “Do you have any physical or mental disabilities?”
- “What prescription drugs are you currently taking?”
- “Have you ever been treated for mental health problems?”
- “When are you planning to have children?”
- “What kind of childcare arrangements do you have in place?”
- “What are your plans if you get pregnant?”
- “Will you need time off for religious holidays?”
- “What is your religious affiliation?”
- “What church do you belong to?”
- “What country are you from?”
- “What is your nationality?”
- “You have a strong accent. Where are you from?”
- “How often are you deployed for Army Reserve training?”
- “Will you be deployed any time soon?”
- “What type of discharge did you receive from the military?”

Skilled Production Workers Are Hard-to-Find

“In factories across the country, fixed locations, tight margins and higher competition make growing the blue-collar workforce incredibly difficult.”

Heather Salerno

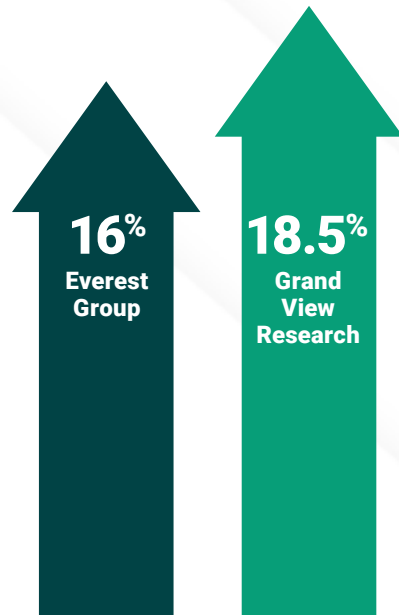
Senior Vice President of Marketing for Appcast

Tips to Recruit Skilled Production Workers:

- **Simplify the Application Process.** Applications that take more than 15 minutes to finish experience a 365% degradation in completion rates.
- **Consider Timing and Titles.** Job titles should be short (1-3 words) and direct.
- **Be Mobile-friendly.** Ensure the application process is optimized for mobile.

Think About RPO

RPO has proven to be a robust talent solution during the pandemic due to its agility and flexibility.



RPO growth projections:

According to the Everest Group and Grand View Research, RPO growth projections are estimated at 16 to 18.5 percent. In dollars, this would translate to \$15 - \$21 billion by 2027. Even with the setback experienced with the initial pandemic lockdown, RPO is expected to see appreciable growth.

Nelson Hall reports that RPO can:

- Decrease costs between **20-50%**
- Improve time-to-hire rates between **10-33%**
- Increase candidate engagement by **10-33%**

“Our current environment is a perfect storm of sorts for partnering with an RPO. Hiring needs have returned, but employers are hesitant to build back up their recruiting function given the uncertainty of the future. More than that, the process of finding and hiring talent is completely different than it was pre-pandemic, and RPOs have mastered this new world of recruiting.”

Tim Oyer

Vice President, Sales, Advanced RPO

Words to Know

Broaden Your Recruitment Vocabulary

Gender-related words and phrases to know:

Gendered wording:

the use of masculine- and feminine-themed words, such as those associated with gender stereotypes.

Sample list of masculine-coded words:

active, adventurous, aggressive, ambitious, assertive, autonomy, challenge, competitive, decisive

Sample list of feminine-coded words:

affectionate, cheerful, committed, compassionate, connected, considerate, cooperative, empathetic

Job function categories:

job functions categorized by gender.

Predominantly-female job functions:

job functions with at least 60% female workers

Predominantly-male job functions:

job functions with at least 60% male workers

Gender-balanced job functions:

job functions with between 40-60% female/male workers

Job ad categories:

categories of job advertisements based on the words included in them.

Male-coded job ads:

job ads that use words from the “masculine-coded” list

Female-coded job ads:

job ads that use words from the “feminine-coded” list

Gender-neutral job ads:

job ads that do not contain masculine- or feminine-coded words

Both/gender-balanced job ads:

job ads that contain both feminine and masculine-coded words (at least one of each)

She-cession:

the mass exodus of women from the paid workforce; the coronavirus-induced recession because, in a rare turn of events, women’s unemployment is higher than men’s unemployment.



We know that finding and hiring the right talent is hard.

At Advanced RPO, we make it easier for you. We are the powerful recruiting engine behind growing organizations. We partner with businesses to create recruiting scalability and workforce agility through our flexible end-to-end, hybrid and project RPO solutions. Our tenured team of experts has perfected our high-touch, technology-enabled approach that results in seamless, consistent processes and experiences, a stronger employer brand and impactful relationships with high-quality hires.

For more information, visit:

advancedrpo.com

312-263-0400

Some challenges we help solve:

- » **Recruiting costs are too high and unpredictable:** We help you gain control of recruiting costs by optimizing your processes for efficiency and savings.
- » **We cannot hire fast enough to meet growth goals:** Our adaptability means your agility. Our scalable, on-demand solution gives you the power to handle hiring spikes with flexibility to adapt to changing business initiatives.
- » **We don't have the recruitment expertise to meet the specialized hiring needs:** Recruiting is our core competency. Our experts, on our large team of experienced recruiters within niche skill sets, can help you find your experts.
- » **We do not have a passive sourcing strategy:** Over 70% of the candidates our clients ultimately hire are passive. We have dedicated experts who focus on the most current and effective passive sourcing tactics.
- » **I only have a short-term hiring need:** Our project solution offers the same value adds as our RPO solution. You get access to our team of experts and industry-leading candidate and hiring manager experiences for the length of the project.

Other Resources:



**BLOG:
READY TO EMBRACE
THE GREAT REHIRNG**



**PODCAST:
HOW MID-MARKET
COMPANIES COMPETE
WITH GLOBAL FIRMS
FOR TALENT**



**BLOG:
WHY RPO? GOING
BEYOND COST-PER-HIRE**

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