

ONE SCHOOL OF THOUGHT: EDUCATIONAL REQUIREMENTS AND HIRING

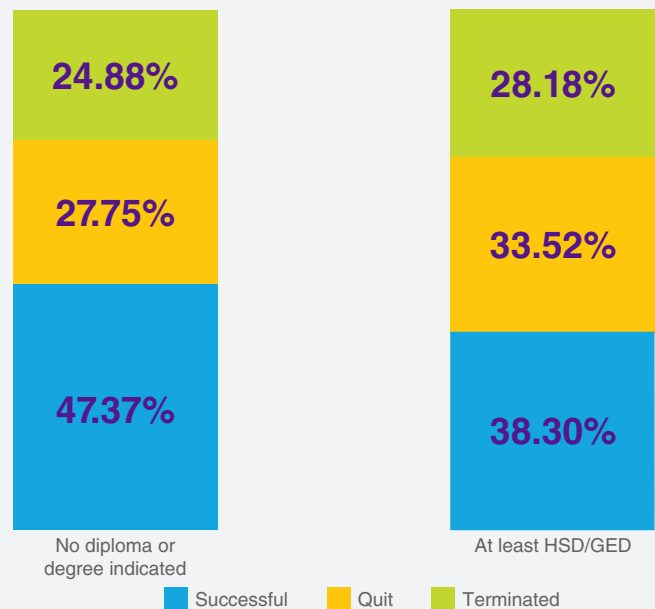
Many clients come to us with pre-written job descriptions and requirements, while others look to us for guidance. One requirement we frequently encounter in our light-industrial business is that of education—specifically, the requirement to have a high school diploma. To adequately meet the demands and/or certification requirements for some positions, a high school diploma is necessary. However, frequently, the requirement is included in a job summary for one of a few other reasons: the local facility/HR team has always required it, the parent company requires it, or, often, it simply feels like a good basic requirement.

We like to challenge conventional thinking, of course!

We explored our database to determine if attainment of higher levels of education correlated to higher rates of successful assignment completions—“success” being defined as either being hired permanently by the client or reaching the completion date on a temporary assignment. In other words, we looked to see whether hiring someone with a high school diploma guaranteed greater performance and loyalty over someone without.

EDUCATION LEVEL AND ASSIGNMENT END REASONS

*What we found is that the absence of a high school diploma, its equivalent, or any level of post-secondary education **did not** correlate to weaker job performance.*



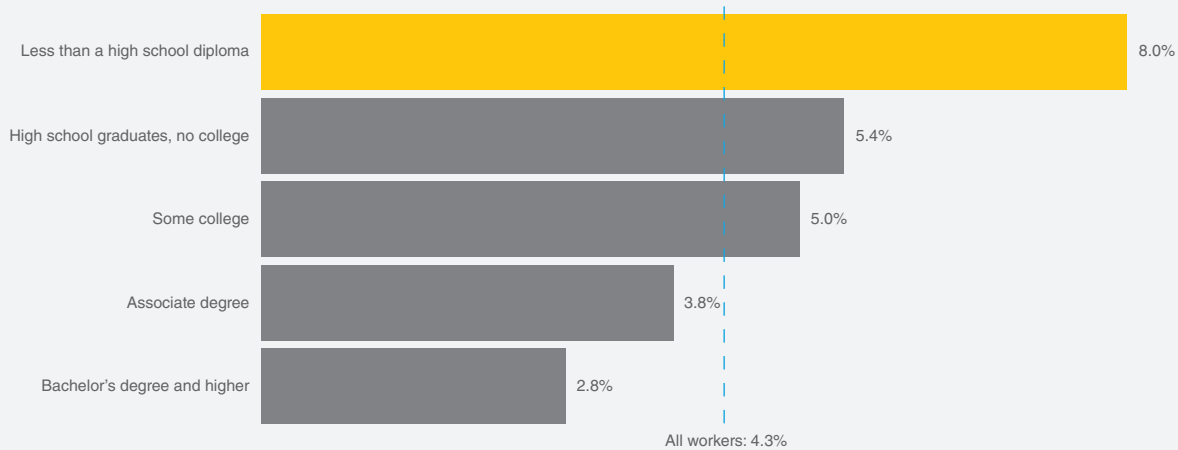
DOES THE PERCEIVED VALUE OF EDUCATION MATCH ITS PRACTICAL USE?

Given these findings, we think it's a wise idea for employers to stop and re-evaluate whether that degree or diploma is really necessary. Does it bring vital skill sets to the role? Does it ensure candidates with a degree want the job more than those without? If a degree or diploma doesn't guarantee success and longevity on the job—is it worth your time and money to screen for it? The answer for you may be no. And if that's the case, a willingness to lessen, or perhaps forgo, educational requirements is guaranteed to open the door to a whole new pool of available workers. Across the United States, individuals without degrees—specifically less than a high school diploma—have the highest unemployment rates, making them a natural target for your recruiting efforts.

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If, after carefully considering your environment and the skills necessary to perform your jobs, you choose to lessen your educational requirement, you may likely reap the benefits of a larger available talent pool with comparable skills and traits. If less-educated individuals with the proper skill sets did, in fact, not excel in their jobs, this would be reflected through high turnover levels at our clients—this is not the case. And why fewer resignations among this group versus their more educated counterparts? We can only speculate. But it's likely safe to say, with some 27 percent of employers having raised their educational requirements in the past five years¹, individuals with shortcomings in education will quickly jump at and stick with opportunities when they arise.

2015 AVERAGE UNEMPLOYMENT RATE BY EDUCATIONAL ATTAINMENT



*data obtained from Bureau of Labor Statistics, U.S. Department of Labor, "The Economics Daily"

The bottom line: there's a whole lot of untapped potential out there. Take the time to scrutinize whether your educational requirements make the most sense for your business.

Recruiting is tough. Understanding the labor market, your needs, and which requirements are most highly correlated with job success in your facility is critical and worth exploration.

¹CareerBuilder, and Harris Poll. "Education Requirements for Employment on the Rise." www.CareerBuilder.com, 20 Mar. 2014. Web. 20 Jan. 2015.

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