

STAFFING INSIGHT

Training the staffing industry since 1992



A free monthly newsletter from Seminars By The Sea - International Staffing University.

Issue 1

January 2005

Welcome to Staffing Insight! This newsletter was prepared for staffing professionals. If you no longer wish to receive email from us please reply to this email and type "remove" in the subject line. Or call us toll free at (877) 473-6732. If you enjoy this newsletter, [subscribe a coworker!](#)

January Promotions

Jan. 2005 Classroom Training

- [Home Care](#)
- [Staffing Sales \(filled\)](#)
- [Direct Hire Recruiter](#)
- [Medical Staffing](#)
- [Medical Recruiter](#)

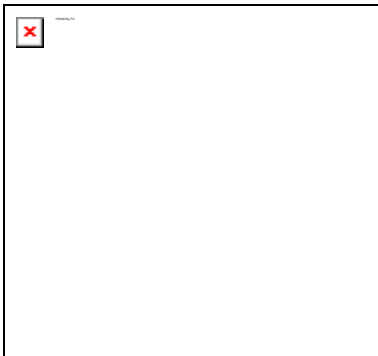
Come to one or more of our classes in 2005. You will learn lots and be very inspired!

Jan. Online Training

Thursday Jan 13, 2005; 90 minutes; 12:00 noon PST

High Visibility Marketing for Staffing Companies

For details/registration or to review the topics visit www.istaffingu.com and click on the button!



In This Issue

1. **How Growing Can Be A Pure Pleasure in 2005**
2. **New Prescription for Filling Job Orders**
3. **Jan 2005 Classroom Training**
4. **Training Materials**

How Growing Can Be a Pure Pleasure in 2005

Ok we're done; finished with 2004 (except for paying the taxes and collecting the receivables). Now what? All signs point to a good staffing year. We've all heard that before, "Big Year Ahead!" The bucks will just start rolling in...right....

What we *are* hearing is the economy is gearing up. Our 2004 numbers are a lot better than '03; 2005 should be even a lot better. Opportunity is bringing some big bats to the plate in 2005. Where is our catcher's mitt?

How will we be first in line to take advantage of the opportunities in our market place?

Planning would be a good start. Planning to succeed and then setting in motion the factors that will help us to ramp up our production and revenues is the key.

Planning works best when there is something you are planning for, like growth. What kind of growth are you after? Market share? Revenue? Profit? How much growth or profit? Be specific.

If you want \$500,000 or \$1,000,000 in growth in 2005 (make your goals outrageously reasonable) how many more new customers will you need? New market segments? How many hours will you need? How many more field associates will you need to have working? What can you do to increase \$ from current clients? What can you do to reduce loss of your customer base? Can you add any new "products" like VOP or more highly skilled field staff, or payrolling?

Planning starts with an Objective or Mission. Next are the Strategies you will use to achieve the Mission. Typical strategies include: new client growth, market segment development, client retention, client expansion, and new product development. Under each of these strategies you then list the actions you will implement to achieve each strategy. "New Client

Growth” tactics/actions might include development of specific geographies or market segments in your market through telesales, advertising, or direct marketing. Each of these actions needs in turn, to be detailed: how, when, and who?

Every year at International Staffing University – Seminars By The Sea we develop our Mission for the year, plan our strategy and then do it. We have been fortunate to arrive at our goals year after year. I think it has something to do with “seeing” what we want to do, lining up the pieces to the puzzle, assembling them on schedule, minutely tracking our progress and staying with the plan. No magic except the Plan that gives focus to our Doing!

Make growth a pure pleasure this year by **planning** your success!

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Staffing Industry Training
and Management
Consulting...at *your service!*

Training Materials

Knowledge if applied in a timely manner can make All the difference!

List of Manuals

- Staffing Sales
- Building Sales - Staffing
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- VOP-VMS Programs
- Staffing Co.emarketing
- Government Contracts
- Medical Staffing
- Medical Recruiter
- Home Care

Visit www.semsea.com and click on the manual to review or order.

Comprehensive Video Training Programs:

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- Recruiter Manager
- Staffing (Branch) Mgr

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These programs are terrific to

New Prescription for Filling Job Orders

Sometimes looking at something with a new “prescription” can give you insight into how to improve it. Let’s try the following “prescription”...

Look at your staffing businesses as a “system”; each important function of the system is a subsystem.

> System: a group of independent but interrelated elements comprising a unified whole; "Our staffing system consists of sales, recruiting, placement, and collections elements." <

Rule 1: if one part of the system fails, the whole system eventually fails.

Rule 2: if one part of the system is improved, the whole system improves.

What part of the staffing system can you *correct* (avoiding failure) and/or what part of it can you *improve*, thus enhancing the entire system?

Our business is filling job orders with qualified people and collecting what is owed to us while managing/limiting risk.

Let’s talk about the placement subsystem.

What are the most important factors that affect the “subsystem” of filling job orders?

1. Job order development
2. Candidate recruiting
3. Placement activities (coordinating, matching, marketing)
4. Candidate management
5. Customer relationships
6. Desk management (believe it or not...)

Who/what in your staffing company directly impacts and is responsible for each of the six key factors above?

- Management
- Line staff (sales, placement, back office)
- Marketing
- Service capabilities (facility, equipment, software) and
- Planning

Knowing the above who/what enables you to analyze each to catch

train everyone on your staff – or new hires - on best practices in the staffing industry.

You'll receive 4 workbooks, 4 final exams, and trainer's manual with each program.

We also provide you a free facilitator's guide to help you use these programs.

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problems or improve them.

Organization elements with key functions/questions and recommendations:

Management (Planning - Oversight – Structuring - Support – Training - - Discipline) – Coaching, hiring/team building, “coherency”, leadership, removal of obstacles, inspiration, holding accountable, etc.

Sometimes daily 10 minute meetings with the right questions focuses the team and coaches at the same time!

What's your Plan for 2005?

Line Staff (those who do the recruiting/placement/customer relations management). More staff? Different staff? Training? Additional skill sets? Recruitment/Retention Plan.

*Individual Daily Planners, reviewed daily? Training?**

Marketing – Generate/sustain business – Market to Who? Message? What methods? Direct marketing, publicity, networking, advertising, others.

*Select 3 segments you are servicing and market to them!***

Service Capabilities – Facilities, back office, desk management, operations, software (to accommodate additional candidate and client interface – phones, equipment, etc.)

Do you have enough testing stations? Can your applicants complete paperwork before coming in to interview?

Using a new “prescription” - When you dissect just one important part of your operation and see *what's* important and *who* impacts *what's* important, you assume a position of choice or control.

Filling job orders, arguably the most important subset of generating revenues and profits, is the outcome of the six elements cited above. Positively impact at least one of the elements and you will positively impact revenues and profits! Fill more job orders!

* Training – that's what we have contributed to the staffing industry since 1992. See our web sites: For classroom or online training – www.istaffingu.com; For training materials – www.semsea.com

** This week on January 13, 2005 we are presenting a 90-minute online training entitled *High Visibility Marketing for Staffing Companies*. Join us! It will give your marketing a real kick in the pants! For details visit www.istaffingu.com

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Seminars By The Sea**

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Staffing Training: www.istaffingu.com
Staffing Training Materials: www.semsea.com

Contact Us!

If you do not wish to receive notification of our staffing industry training services and materials please reply with “remove” in the subject line. Or call us toll free (877) 473-6732.

STAFFING INSIGHT



A monthly newsletter from **Seminars By The Sea - International Staffing University**

Vol 4 Issue 2

February 2005

Welcome to *Staffing Insight!*

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[>>February Promotions!<<](#)

IN THIS ISSUE

**"Simply the best" staffing industry
training just got
way better!**

1. **Are you GROOMING your candidates to get hired?**
2. **How NOT to Groom/Dress for interviews**
3. **10 Components to a Successful Interviewing Process**

**STAFFING MILLENNIUM Video
Training Programs
are now available
in DVD format
and
the training materials
(workbooks, manuals, exams and
facilitator guide)
are provided in Word format for
unlimited reprinting and client
customization!**

Visit www.semsea.com for details!



**Training is one of the very best ways to
inspire your team, help them to be more
productive and retain them!**

**Purchase one or all four of these
programs to refresh your training and**

ARE YOU **GROOMING** YOUR CANDIDATES TO GET HIRED?

Okay – let me see a show of hands – how many of you have ever sent out or had one of your placement coordinators or recruiters send out a well-qualified candidate on a job interview - to have the client say:

“She (he) has all the skills we are looking for, but not the ‘package’.”

Truth is, that happens more than we are even told.

Do you ever notice how the defendants on Court TV accused of serious crimes are dressed up and groomed skillfully to persuade the jury to ‘vote in their favor’ (acquit them)?

Appearances matter a great deal and the right appearance can be persuasive in moving your client to ‘vote for’ (hire) your candidate.

Each client company has their own unique ‘dress code’ but a general rule of thumb is dressing for a successful hire means dressing professionally and conservatively.

That is the trend – back to professional, conservative dress.

I like what Tina St. Amand, a human resources consultant at the University of Massachusetts/Memorial Healthcare System, has to say:

"Anyone applying for any job should look professional. It doesn't matter if they are a VP, a secretary, a nurse or a housekeeper."

Years ago, I had a recruiter (Virginia) that would NOT coach her candidates – but DIRECT her candidates – on how to dress for interviews.

She would direct the fabric, cut and color of the suits she wanted them to wear on interviews – customized specifically for each client.

Virginia would never allow any candidate to interview without dropping by the office to ‘model’ and ‘mock interview’ for her.

train new hires using “best practices!”

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NEW STAFFING MANUAL!

We have a brand new staffing manual that will help you to develop or strengthen your marketing savvy starting the day you get it!

And we are offering it at an **introductory savings** of **\$25** if you purchase the manual by **March 4, 2005!** (Indicate “\$25%off” in the Coupon on the [Order Page](#))



Click [High Visibility Marketing](#) for details and to order!

For additional training products including Sales, Staffing, Medical, Home Care and Staffing Government Contracts manuals (10 manuals in all!) please visit www.semsea.com

For Audio CD training visit www.semsea.com

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[February Promotions!](#)**

I am not kidding!

Maybe that seems extreme to some, but:

1. The candidates respected her.
2. The quality candidates got the positions they wanted.
3. She was one of the top recruiters in my company.

Suggestions:

1. Have an orientation video or pamphlet to coach candidates on dressing and grooming tips for successful interviews.
2. Consider customized ‘coaching’ pamphlets based on each client profile.
3. Coach candidates on how to/how not to groom/dress for interviews.
4. Use pictures from catalogs (Brooks Brothers, Lands End, others) to illustrate in your pamphlet how candidates might best dress for interviews.

Read some of my favorite tips (below). I am sure that you have some of your own.

GROOMING TIPS TO SHARE WITH CANDIDATES WHO WILL BE INTERVIEWING WITH YOUR CLIENTS:

- Make sure that your PERFUME or COLOGNE does not enter the interviewing room before you do.
- Clients will NOTICE your fingernails. Make sure that they are groomed and tastefully/conservatively manicured.
- Clients will NOTICE your shoes. Make sure that they are appropriate and polished.
- Clients will NOTICE stains on your clothes. Make sure you have none.
- Clients will NOTICE an excessively wrinkled suit. Avoid wearing rayon or other fabrics that wrinkle easily.
- Tip: Do not sit on your suit jacket while driving to the interview. Rather, fold it carefully on your back seat.
- CLIENTS will NOTICE a ‘run’ in your stocking. Take a spare pair with you to the interview – just in case you need a change.
- CLIENTS will NOTICE that you are two weeks ‘overdue’ for a haircut or color treatment. A fresh cut or color treatment before the interview is wise.
- CLIENTS will NOTICE that your hairstyle is more appropriate for an evening at a nightclub or banquet than business setting.

DRESS FOR SUCCESS TIPS TO SHARE WITH CANDIDATES WHO WILL BE INTERVIEWING WITH YOUR CLIENTS:

- Dress appropriately for the position / company you are interviewing for and with.
- When in doubt, keep it simple and subtle.

**Send your staff to class
training that can make them
more productive and
staffing smart!**

Visit
www.istaffingu.com

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**Thank you
for reading!**

- In most cases, conservative and professional dress is best.
- Stick to a well-tailored neutral color suit – shades of blue or grey or best. And make sure that your suit fits – not too big or small – and is not out-of-date.
- Minimize accessories. Jewelry should be classic pieces.
- Rule of thumb: No more than 2 rings per hand or one earring per ear. No face jewelry or piercing or ankle bracelets.
- Don't wear oversized dangling earrings or flashy jewelry.
- Shoes should be conservative and appropriate.
- No tennis, open-toed, sling back or mule shoes.
- Men should wear ties (in most cases) and collared shirts.
- Woman should wear hemlines no higher than 3 inches above knee.
- Women should leave their oversized purses in the car trunk.
- Briefcases should be clean, organized and conservative (no red).
- For most positions/companies, the interview is not the place to make a fashion statement or a 'pitch' for a date with the clothing you wear.
- When in doubt about how to dress, skim through some pictures in a Brooks Brothers catalog.
- When in doubt about how to dress for an interview, ask your mother. (Just kidding about this one.)

Sure, it is true that the rules can be different depending upon the specific industry or company.

Those are just some ideas for you.

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10 COMPONENTS TO A SUCCESSFUL INTERVIEWING PROCESS

Speaking of interviewing ... over the last 13 years of consulting to the staffing industry ... it has been interesting to sit in on interviews conducted by Recruiters, Interviewers, Placement Consultants and Staffing Coordinators who work for my client companies.

In my humble opinion, very few staffing professionals have really mastered the Art & Science of effective interviewing.

I have a feeling that the reasons why are primarily these:

1. They are not given the three (3) key objectives for conducting interviews.
2. They are not given a simplified, structured approach to interviewing.

On #1 – I have asked that question: 'What are the 3 key objectives for conducting interviews?' of thousands of staffing professionals and have only gotten 3

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satisfactory answers.

If you do not know why you are doing something, it is hard to be effective at it.

On #2 – I believe that not having a simplified, structured and effective interview process is why so many poor and sometimes, detrimental placements are made.

Let me give you 10 Components to a Successful Interviewing Process:

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- a. Determine/Document "Hard" and "Soft" Skills required for the position.
- b. Create Open-Ended Questions (based on the above) to use in the interviews.
- c. Begin the interview by establishing rapport with the candidate and making a positive impression about you and your company with them.
- d. Ask Open-Ended questions of the candidate to achieve your objectives.
- e. Be Persistent in obtaining answers to questions from candidate.
- b. Don't 'back down' because the candidate cannot come up with an answer.
- a. Allow for Silence while the candidate thinks of answers to your questions.
- b. Evaluate the candidate's answers to your questions. Delve more if the answers are unclear or raise 'red flags'.
- c. Learn to 'read' and evaluate the candidate's body language during interview.
- d. Do not come to immediate conclusions about the candidate based on 1-2 answers. Seek contrary evidence on what you are concluding to either solidify or overturn your opinion of the candidate by asking additional questions.
- e. Maintain control of the interview throughout.

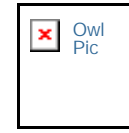
Interviewing can be really quite simple and effective – if the training is there.

Speaking of Training ... Thank Goodness for those wonderful staffing-industry specific training products available from Seminars By The Sea/International Staffing University !

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Have a great February!

STAFFING INSIGHT



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Vol 4 Issue 3

May 2005

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>> [May Promotions!](#) <<

**Visit our newly
upgraded website!**

www.istaffingu.com

Not only will you find information about our *new* staffing distance learning programs and our vast array of training programs/ products and consulting services, we hope that you find the website user friendly.

One feature we are very excited about is our
LIVE SUPPORT CAPABILITY!



This instant chat capability allows you to ask us questions about our programs and services – and get immediate answers during our business hours.

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ISU TRAINING and EDUCATIONAL OFFERINGS:

[ISU Campus Courses](#)

[Staffing Career Certificates](#)

[Professional Staffing Management Credential](#)

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1. **Distance Learning Programs at ISU!!**
2. **Preparing Staffing “Newbie’s” and Pros for 21st Century Staffing Careers**
3. **Benefits of Distance Learning**
4. **10 Ways eLearning Can Help You on the Job**
5. **ISU Training and Educational Offerings**

PREPARING STAFFING “NEWBIES” AND PROS For 21st Century Careers

Staffing Career Certificates (By Specialty)

You look on the internet and see many educational institutions offering Bachelor’s degree and professional career certificate programs covering a wide Variety of industries and occupations.

But who is going to prepare people for **21st Century Staffing Careers?**

Beginning August 2005, International Staffing University will be educating both staffing professionals AND newcomers to the industry through our distance learning Staffing Career Certificate Programs offered in eight (8) staffing specialties:

Office

Industrial

[Staffing Millennium
Video Training Programs](#)

[Best Practices Staffing Manuals](#)

[AudioWeb Training CDS](#)

[Customized Training](#)

[Consulting Services](#)

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[May Promotions!](#)

Why participate in online education?

- **Flexibility:** You can log onto a course from anywhere in the world – wherever you have internet access. On a business trip for the week? You can still attend class.
- **Convenience:** You can balance work, family and social life and other activities with learning. Work at your own pace and access your course 24/7 on your own schedule.
- **Support:** Your instructors, academic advisors and other students are just an email away.
- **Effective:** Major universities all over the world are implementing distance learning.
- According to the Office of Global Education and many other studies: "By every measure, distance learning can be just as effective as classroom."

Technical

Legal

Home

Medical

Financial

**Care
Executive
Placement**

We've been working on this distance learning program for two years now and we have finally finished the 'course'.

Building a distance learning university is no easy task, we found.

We had to implement and learn to work with course authoring and management software; study what makes distance learning successful; define our objectives; create all the courses and prepare course materials; learn to work with and implement dynamic instructor/student collaboration tools as well as set up chat room and our message boards.

Often, the time and expense involved made us question our sanity.

But we are on a mission to promote staffing as a 21st century career and to do our part in preparing staffing newcomers and professionals to succeed in our industry.

We decided to offer our Staffing Career Certificates by *specialty*, because we believe that each staffing niche has some unique sets of educational requirements.

Each program will consist of a variety of courses equaling 54 credits and designed to take approximately 12 months to complete (at a 10 hour per week pace).

The programs are primarily self-paced and asynchronous.

Students will be provided with coursework, lecture, assignments, quiz/exams and will communicate with instructors and other students via chat and message board.

They will be required to complete a research report or internship prior to graduation.

Our Staffing Career Certificate programs will soon be advertised on several of the major job boards/learning centers.

While these particular programs were designed with newcomers to the industry in mind, working staffing professionals are encouraged to participate, as well.

Visit our website www.istaffing.com to learn about the programs.

- It is the goal of ISU to make our students' distance learning educational experiences the very best they can be.

Contact us to discuss corporate and customized programs and rates or if you are interested in joining our faculty or advisory board.

Professional Staffing Management Credential

Starting in August, we will be offering a 25-credit distance learning credential program for staffing managers and owners.

The program will consist of five courses:

1. **Internal Staff Management**
2. **Business Building**
3. **Recruiting and Placement Services**
4. **Operations Management**
5. **Consulting Assignment/Report**

The programs are primarily self-paced and asynchronous, but unlike the open-enrollment Staffing Career Certificate Programs (see above), this program has an established start date.

Students will be provided with coursework, lecture, assignments, quiz/exams and will communicate with instructors and other students via chat and message board. This message board is open only to those enrolled in the program.

The final course in the program – Consulting Assignment/Report – allows the Professional to apply what they have learned by spending 5 days as a consultant in a staffing operation (a host company or branch of their own firm).

Visit our website www.istaffingu.com to learn about the program.

Note: We offer an opportunity to TRY the first course at a discounted fee.

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**BENEFITS OF
DISTANCE
LEARNING**

10 Ways eLearning Can Help You on the Job

by Vicki Salemi (For complete article visit [Vicki Salemi](#))

The lessons of online learning extend far beyond the subject matter. Ask those involved... especially since there are striking similarities between eLearning and the workplace.

1. It helps you think globally.

According to Rich Baich, CISSP, CISM, a chief information security officer for an identification and verification service, earning his online graduate degree broadened his horizons. The 2004 recipient of Georgia's Information Security Executive of the Year Award had the opportunity to lead a global team in his classroom.

2. It enhances your critical thinking.

While the majority of eLearning focuses on deadline-oriented projects and online bulletin boards, at Kaplan University (Davenport, Iowa), weekly "live" seminars emulate weekly meetings in a boardroom. Educators there believe in reinforcing the notion of on-the-spot critical thinking, not unlike a business meeting at work.

3. It strengthens your electronic business communication.

For Linda Couch, the virtual aspects of her MBA studies at the University of Maryland University College, which she pursued while working in Japan, were nothing new.

The challenge, however, was coordinating a virtual team that did not have experience working with colleagues from around the world. As such, Couch frequently took a leadership initiative and sent specific e-mails to elicit efficient and timely responses to team assignment duties. Most importantly, she learned to plan ahead.

4. It promotes active participation.

Similar to the way those heading up corporate environments and meetings typically expect employees to actively engage in their work, online education officials require students to be actively involved, perhaps even more so than in a traditional classroom.

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Thank you for reading!

5. It builds your time management skills.

According to Frank Mayadas, president of Sloan-C, a consortium of online schools, the online delivery model of eLearning mirrors today's corporate environment, specifically in its efforts to help individuals strike a balance between work and life.

"You save time by logging in when it's convenient for you -- late at night, early in the morning, weekends, whenever and wherever -- 24/7," he says.

6. It fosters flexibility.

As more and more employees telecommute, studying online in a remote location increases one's self-efficiency as a solo learner/worker. "One of the most important factors in online communication -- for a job or for education -- is flexibility," says Virginia Lofft.

"When is your mind in gear? "If you're in an 'e' situation, you work when you're at your peak, at your optimum level of performance."

7. It highlights a virtual team environment.

Lofft also notices one of the significant benefits of eLearning is the ability to work with people remotely and build strong bonds. "You find yourselves e-mailing each other outside of class to discuss issues, swap ideas, or gain more data," she shares.

8. It sharpens your tech savviness.

ELearning incorporates the latest technology tools that also spill into the workplace, such as Instant Messaging from remote locations, or posting ideas and feedback in a virtual conference workgroup room.

According to Smith, constant use of technology -- whether it's in the classroom or the workplace -- is becoming the norm.

9. It allows you to stay abreast of industry advancements.

The information you learn in an online classroom is current and connected with industry trends, all of which can be applied at the office.

10. It accelerates your advancement.

Simply stated, pursuing an online degree or certificate more often than not equates to long-term career success, as it did for David Moore. A staff sergeant in the Army Reserve, Moore pursued a master's degree online at Temple University (Philadelphia, Pa.) when he was deployed to Bosnia. He enrolled at American Military University, an institution of the American Public University System. He completed a course to earn his certificate from the United Nations, something he says set him apart when interviewing for his current position at a private security firm.

"The United Nations certification I received at American Public University System and my graduate work in international politics at Temple University impressed my new employers," he recalls.

Visit the ISU Online University at www.istaaffingu.com !

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Vol. 4 Issue 4

June 2009

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>> [June Promotions!](#) <<

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Promotions](#)

to help
You
Build Your
Training
Library

**STAFFING CAREER
CERTIFICATE PROGRAMS**

Memorial Day is behind us and Summer is here!

What's new this Summer at ISU? For starters, our Staffing Career Certificate Programs!

Many people eager to prepare for a new career or advance their knowledge just do not have the time or schedule to attend classes.

Now that educators (like us) are learning how to deliver quality programs online, enrollment and student satisfaction is accelerating.

...Even **Donald Trump** teamed up with Roger Schrank, CEO of Socratic Arts and a specialist in distance learning curriculum design, to start [Trump University](#).

Interesting model they have there. No teachers? No textbooks? No lectures? No grades? Ummm. Short spurt/quick spring classes.

Conversely, welcome to our marathons: Staffing Career Certificate Programs.

In August, the first crop of students will enter International Staffing University's 12 month Staffing Career Certificate Programs designed to provide a comprehensive education in one of eight staffing specialty niches: Office/Administration, Industrial, Legal, Technical, Financial, Medical, Home Care and Executive Placement.

We have been working on these distance-learning programs for more than 1.5 years now and at long last the programs are ready. Students may enroll in these self-paced certificate programs and participate any place/anytime on a schedule that works for them. They receive text books and materials, industry veteran instructors, top flight coursework/homework/projects/quiz and exams, lectures, and interaction with instructors and other students via email and message boards. Prior to graduation, the student spends 80 hours

as an intern in a staffing company OR completes a final report.

We are excited to be the first educational institution to offer a truly comprehensive education for staffing professionals who wish to enter our industry or advance their knowledge of a staffing niche. We will be partnering with www.elearners.com to present our programs to career seekers throughout the USA and worldwide.

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FAQ's – Distance Learning Programs

Why participate in online education?

Flexibility: You can log onto a course from anywhere in the world – wherever you have internet access. On a business trip for the week? You can still attend class.

Convenience: You can balance work, family and social life and other activities with learning. Work at your own pace and access your course 24/7 on your own schedule.

Support: Your instructors, academic advisors and other students are just an email away.

Effective: Major universities all over the world are implementing distance learning.

According to the Office of Global Education and many other studies: "By every measure, distance learning can be just as

We have been receiving many questions about our new Staffing Career Certificate Programs. Let's answer some FAQs.

1. Q: How do your Certificate Programs differ than those offered by industry trade associations?

A: Our programs 54 credits each and are very comprehensive in content and learning goals. Our certificate program necessitates a commitment of 10-12 hours per week from the student to be on target to complete in a 12-month period of time.

2. Q: Who teaches your programs and how are they involved with the students?

A: We have four industry veteran instructors who have created the coursework, grade the quiz/exams/homework/reports, offer lectures and communicate with students via email and message board.

3. Q: Why are you offering eight different Staffing Programs?

A: We believe that staffing has become highly specialized. Professional involved in industrial staffing have issues that are very different than those involved in home care or executive placement, for example. We believe that they need tools and education directed at the staffing specialty of their interest.

4. Q: Do students have to spend any time on campus?

A: No. All the coursework is completed online and in the field.

5. Q: How many courses are there in each program?

A: 15 courses – plus 80 Internship or Final Report. Total: 54 credits.

6. Q: Who are the Staffing Career Certificate Programs designed for?

A: The programs are designed for people who seek an exciting career in the staffing industry; people who want to start or buy a staffing company; new hires to a staffing firm and those professionals who want to advance their knowledge of the staffing niche that they are involved in.

effective as classroom.”

It is the goal of ISU to make our students' distance learning educational experiences the very best they can be.

7. Q: How much does a program cost?

A: \$6000 is the tuition fee (inclusive of books and materials) for the general public. \$4500 is the tuition fee for staffing professionals enrolled in a program.

8. Q: Do you offer volume discounts for multiple people enrolled from the same staffing firm?

A: Yes. Call us for information.

9. Q: Do you place students who complete your Certificate Programs?

A: Yes. But only those students who graduate with distinction and are new to the staffing industry. We do not place working staffing professionals.

10. Q: What if we want to hire one of your graduates? What is the fee?

A: There is no fee to hire one of our graduates. Keep in mind, however, that our first crop of students will not graduate until August 2006.

For more information: www.istaffingu.com

To see program course content: [Course Outlines](#)

Click [here](#) to see our demo.

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PROFESSIONAL STAFFING MANAGEMENT CREDENTIAL COURSE

Helpful Management Training Materials

[Staffing \(Branch\) Manager
Video Training Program –
VHS or DVD](#)

[High Visibility Marketing For
Staffing Companies Manual](#)

[eMarketing Staffing Programs
Manual](#)

[VOP-VMS Programs Manual](#)

Behind every successful staffing operation is a highly effective and well-trained Manager!

Our new Professional Staffing Management Credential Program consists of 25 credits of coursework designed to provide the professional with a powerful knowledge base that will motivate and prepare them to take charge of and move forward their staffing business. The individual will have, at the end of this primarily distance learning program, a unique experience of spending five days as a consultant in a staffing operation.

This Credential Program begins Summer 2005. Enrollment is open now.

For information: www.istaffingu.com

NEW ONSITE STAFFING MANAGER CERTIFICATE CLASS (CAMPUS)

Our Onsite (VOP) Staffing Managers are becoming some of the most important players on many a staffing company team. Isn't it 'high time' that the Onsite Staffing Managers receive some comprehensive training?

This Summer, ISU is offering a four day certificate class for Onsite (VOP) Staffing Managers at our seaside Huntington Beach, California campus. Dates: July 18-21

Thank you for reading!

The class focus is on:

1. Onsite Management Fundamentals and Coordination Functions
2. Recruiting and Hiring Functions
3. Service Delivery and Relationship Building
4. Administration Functions

For complete details: click [Onsite Manager Certificate](#)

Register early. Class space is limited.

P.S. Call us about customized 'at your site' training options.

I hope you have a wonderful Summer!

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