

No Big Surprises in March Jobs Report

JOB GROWTH: Employment grew by 215,000 in March, slightly ahead of projections.

TOP INDUSTRIES: Employment was up in retail trade, construction and healthcare. Job losses hit both manufacturing and mining. For the third month in a row, there was little change in professional and business services.

UNEMPLOYMENT: The unemployment rate climbed slightly from 4.9 percent in February to 5.0 percent in March, but it has remained fairly steady for eight months now. The reason for the slightly higher rate is not necessarily that more people are out of work but that more people have joined or rejoined the labor force, which now represents 63.0 percent of the U.S. population. This includes 6.1 million part-time workers, many of whom would prefer full-time positions.

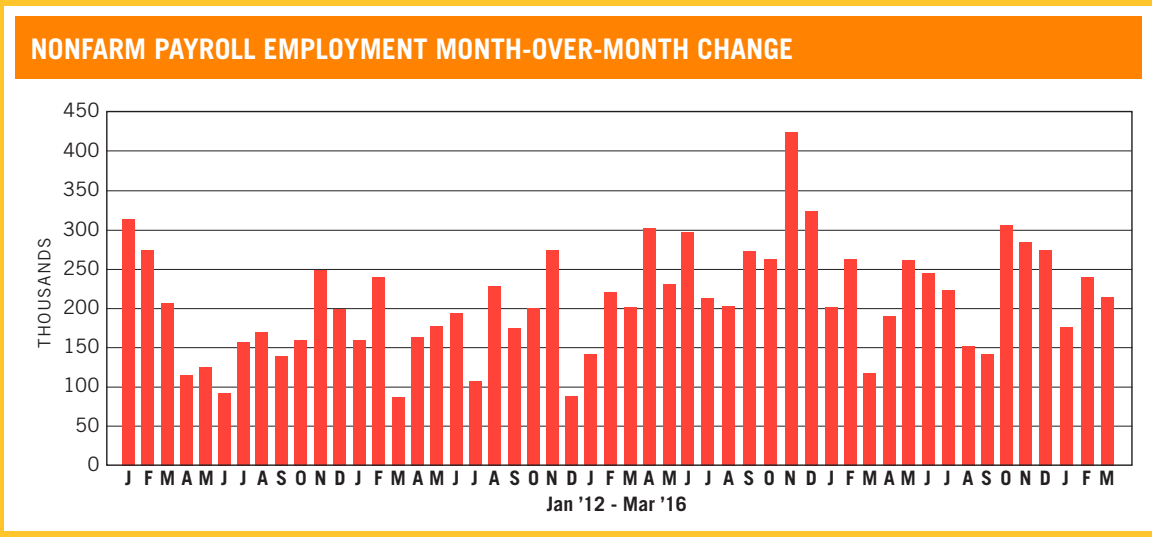
WAGES: Pay was up in March, but not by much. Average hourly earnings for all employees on private nonfarm payrolls increased by 7 cents to \$25.43, a 2.3 percent increase from a year earlier. With inflation low, this translates to slightly greater buying power for those who saw an increase in pay.

TEMPORARY JOB TRENDS: Temporary staffing jobs increased slightly in March. This positive movement was no match, however, for the losses of the past two months, especially given the downward restatement of January losses that essentially doubled the original estimate.

SO WHAT DOES IT ALL MEAN? The latest numbers indicate a continuation of a “steady-as-you-go” improvement in the economy. There have been virtually no fireworks moments in the past year, and that is viewed by many as a good thing. The ups go steadily, if anemically, up, and changes in the lows are small enough dips to hold heart palpitations at bay. If the economy continues along this track, we have little to be excited about, either positively or negatively, and maybe that *is* a good thing.

Sources: U.S. Bureau of Labor Statistics (BLS), Steinberg Employment Research, The New York Times, Fox Business, Chicago Tribune

CHART 1: EMPLOYMENT NUMBERS / SOURCE: BLS



Employers added 215,000 jobs in March.



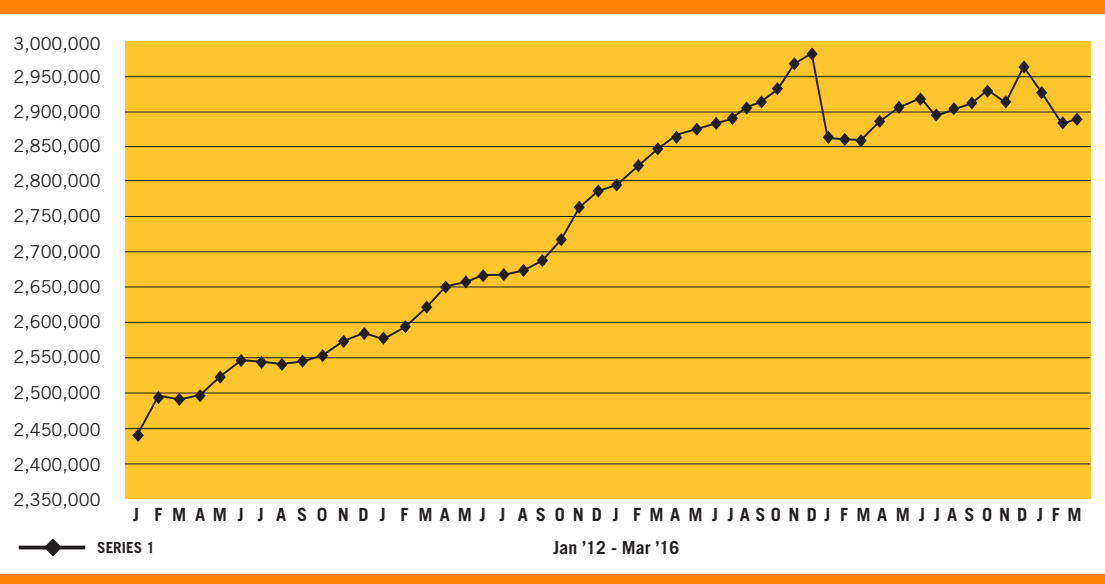
CHART 2: TOP INDUSTRIES / SOURCE: BLS

Total number nonfarm jobs increased by 215,000 in March 2016, nearly 2.5 times higher than a year ago. The largest gains were seen in retail, construction and healthcare, the latter adding half a million jobs in the past year.

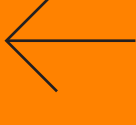


JOB GAINS	JOB INCREASE
Education & Health Services	+51,000
Retail Trade	+48,000
Leisure & Hospitality	+40,000
Construction	+37,000
Professional & Business Services	+33,000
JOB LOSSES	JOB DECLINE
Manufacturing	-29,000
Mining & Logging	-12,000
Transportation & Warehousing	-2,500

CHART 3: TEMPORARY WORKFORCE / SOURCE: BLS & STEINBERG EMPLOYMENT RESEARCH



Temporary help services added 4,000 jobs in March, bringing the total number of jobs created to 2,891,900.



Ready for Graduation?

In a matter of weeks, the job market will see an influx of newly minted college graduates—up to 2.8 million of them—ready to set the world on fire. What does it take to capture a share of that enthusiasm? The bigger question is whether these college grads will want you.

According to the Emerging Workforce® Study by Spherion, reputation reigns supreme in job search, but employers are no longer the ones controlling what’s said about their company. Candidates today give a lot more weight to what an employee has to say about a prospective employer than the message of a recruitment campaign. Websites such as Glassdoor, LinkedIn and Facebook give candidates an inside perspective of what it’s like to work for a particular employer. This not only creates greater workplace transparency, it makes it easy for candidates to learn about new job opportunities and gain a real sense of the company culture.

While the majority of employers surveyed by Spherion recognize the potential of their digital brand to attract employees, fewer of them have either a dedicated resource to manage their online reputation or any kind of tracking system in place to determine what that reputation is. What does this mean? It’s past time to give resources, attention and priority to managing your employer brand to attract the candidates with the skills and the motivation to fuel growth.

CHART 4: REPUTATION MATTERS! / SOURCE: SPHERION EMERGING WORKFORCE STUDY



CHART 5: MANAGING THE EMPLOYER BRAND / SOURCE: SPHERION EMERGING WORKFORCE STUDY



Employers investing less time, resources on managing employer brand



CHART 6: PROMOTING THE EMPLOYER BRAND / SOURCE: SPHERION EMERGING WORKFORCE STUDY



Social media platforms used to attract employees

Pinterest	9%
Instagram	16%
YouTube	28%
Viral Video Marketing / Recruitment	29%
Corporate Blog	36%
Mobile Texting	38%
Twitter	39%
LinkedIn Participation	57%
Facebook Profile	69%

Learn more about the [Emerging Workforce® Study](#) and how to [subscribe](#) to this newsletter.