

Job Growth in February On Par with a Strong January Unemployment Rate Remains Below 5 Percent

JOB GROWTH: February added another 235,000 jobs, sustaining the strong start to the year we saw in January, when the economy added (an upwardly revised) 238,000 jobs. That positive momentum moved the three-month average job gains figure to 209,000 per month.

TOP INDUSTRIES: In February, employment continued to trend up, with the biggest gains recorded in construction, private educational services, manufacturing, health care and mining.

UNEMPLOYMENT: The unemployment rate remained fairly steady, with a slight dip down to 4.7 percent in February.

WAGES: Wages rose slightly in February, bringing the annual average hourly increase to 2.8 percent.

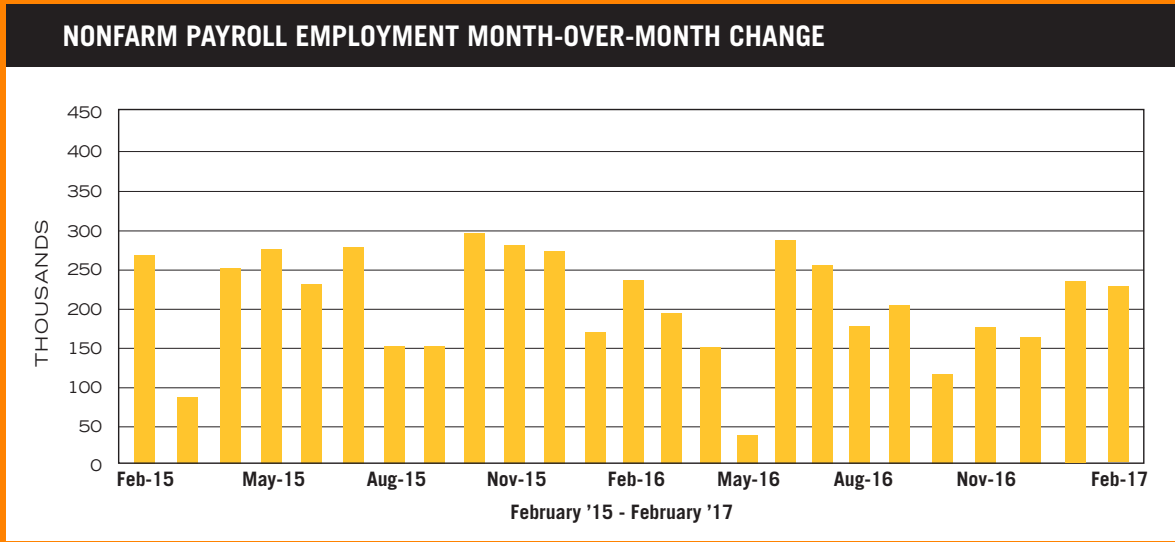
WORK WEEK: The average work week remained unchanged at 34.4 hours.

TEMPORARY JOB TRENDS: A modest increase of 3,100 new positions was recorded in the temporary staffing sector in February, following a downward adjustment from 14,800 to 6,500 new jobs last month.

WHAT DOES IT ALL MEAN? The U.S. economy appears to be picking up good momentum. Job growth is moderately strong, the unemployment rate is holding steady, and the outlook for wage expansion is positive, as a tightening labor market forces employers to up the ante on incentives to retain and recruit high-demand skills. February 2017 was a good month for job creation, although most economists chalk that up to better-than-usual winter weather, which allowed construction projects to operate on an accelerated schedule. With high employment continuing, expect the Fed to raise interest rates later this month. Optimism for continued job growth and a strengthening economy may help spur exactly that as we move into the spring.

Sources: U.S. Bureau of Labor Statistics (BLS), Steinberg Employment Research, Bloomberg, USA Today, CNBC, Business Insider, The New York Times, Wall Street Journal, CNN Money, outsidethebeltway.com

CHART 1: EMPLOYMENT NUMBERS / SOURCE: BLS

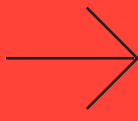


Job growth remained strong in February, with a gain of 235,000 new jobs.



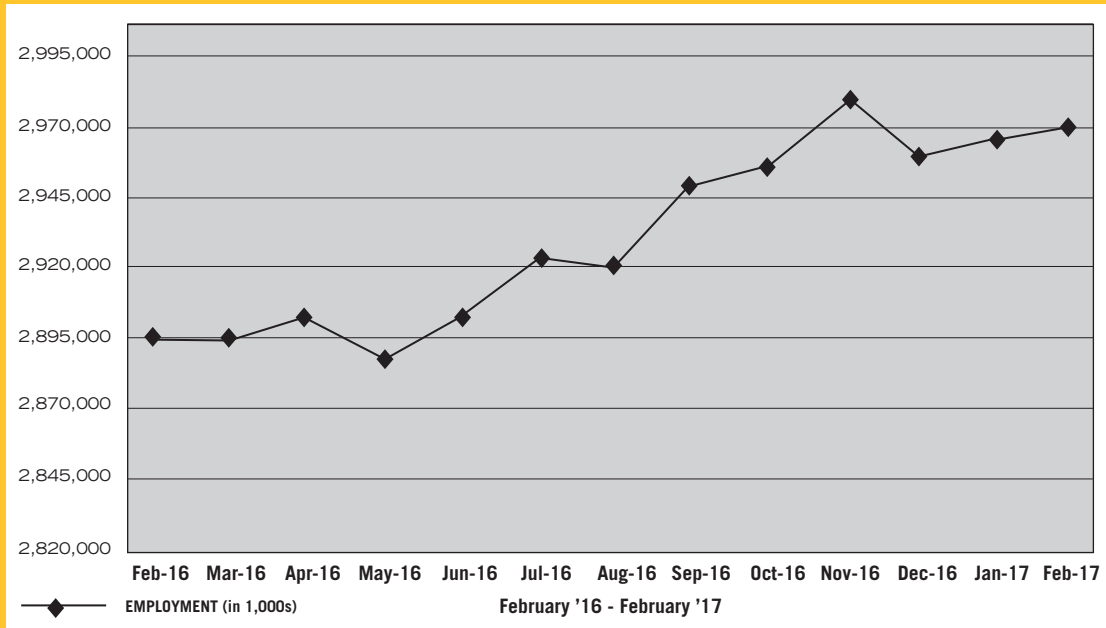
CHART 2: TOP INDUSTRIES / SOURCE: BLS

February 2017 saw job growth of 235,000, with solid gains across multiple sectors.



SECTOR GAINS	JOB INCREASE
Professional & Business Services	+37,000
Healthcare & Social Assistance	+32,500
Manufacturing	+28,000
Leisure & Hospitality	+26,000
Transportation & Warehousing	+8,800
Financial Activities	+7,000
SECTOR LOSSES	JOB DECLINE
Retail Trade	-26,000

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



Temporary help services gained 3,100 jobs in February, representing year-over-year growth of 3.2 percent.



Do Creative Job Titles Help or Hurt?

From Chief Happiness Officer to Digital Ninja to Ambassador of Buzz, many interesting (and often perplexing) job titles have surfaced in recent years. What's driving this creative spark? For some employers, it is a way to promote company culture. For others, it is a means to reward employees by allowing them to define their roles. While more creative job titles are a growing trend across the workplace, employees may not be as warm to the idea as company leaders believe.

According to a Spherion WorkSphere survey, earning the title of "Chief Happiness Officer" may actually prompt the opposite response—making workers far from happy with their professional positioning.

Around the time HRIS technology implementations surged, many employers rationalized job titles to streamline grades and align positions into more easily comparable categories. The result was a huge spike in the number of "analysts," "specialists" and "project managers."

Moving away from this generic pool might have seemed like a brilliant idea, but a job title that confuses more than clarifies can significantly impact job satisfaction. Getting creative or not creative enough with job titles may actually put employees at a disadvantage in advancing their careers. Despite this, employees feel confident in their ability to describe their jobs in ways others can easily understand. If put on the spot, 89 percent say they would have no problem delivering an "elevator speech"—a critical tool in both networking and job search.

As businesses face greater pressure to retain and recruit top workers, reexamining how different titles are perceived and applied can make a big difference in building morale and positioning a company as a favorable place to work.

CHART 4: SAYING NO TO NONTRADITIONAL TITLES / SOURCE: SPHERION WORKSPHERE SURVEY

Why nontraditional job titles are a no-go for many workers

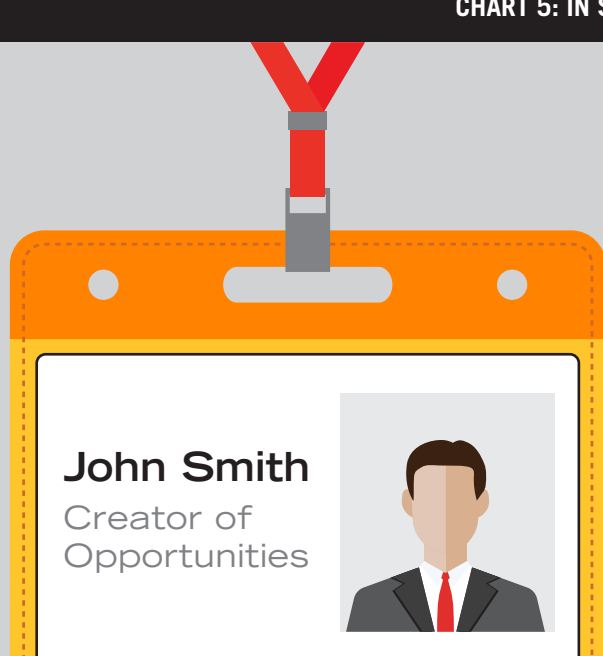
- 25% Say they are unprofessional
- 23% Say they are inaccurate

Veteran workers (45+) tend to vote no on more creative job titles

Younger workers (18-34) believe nontraditional titles showcase company creativity and culture



CHART 5: IN SEARCH OF A BETTER JOB TITLE / SOURCE: SPHERION WORKSPHERE SURVEY



What would employees change about their current job title?

- 42% Make it more accurately reflect their true roles and responsibilities
- 14% Eliminate generic monikers, such as "Project Manager" or "Specialist"

CHART 6: PERCEPTIONS AND POPULAR CULTURE / SOURCE: SPHERION WORKSPHERE SURVEY

Some job title perceptions stem from age or the influence of pop culture

WHAT WORKERS THINK	HOW YOUNGER WORKERS REACT	HOW OLDER WORKERS REACT
27% think personal and professional networks would find their job boring	Keep it simple and "dumb it down"	Give lots of details and explanation
31% believe pop culture influences perception	Like being compared to TV and movie icons	Sets unrealistic expectations

