Unique Advantage Background

Unique Advantage is a woman owned, minority owned staffing, payrolling and workforce management solutions provider located in West Philadelphia.

We have been in business since 2001 and provide services to Higher Education organizations and affiliated Health Systems in the greater Delaware Valley.

Our two most notable clients are the University of Pennsylvania and UPHS. We are the preferred provider of staffing services and have been for nearly 13 years.

During that time we have successfully filled over 15,000 positions.
Higher Education Staffing Trends

Market Overview

Grant money is more scarce and fluctuations in funding more frequent than ever. To hedge against this volatility, Colleges and Universities are adopting a more liberal policy toward the use of temporary staff and contractors.

In general, Colleges and Universities have increased the use of contingent workers by over 12% (2013 to 2014) to realize a wide array of benefits in this more challenging environment.

To minimize the risks associated with direct hiring, contingent workers are deployed as precursors to the extension of offers of full time positions.

While schools have been utilizing contingent workers for some time, the nature and significant increases in volume represents a shift from established norms.
TRENDS

What follows are broad trends that Unique Advantage has uncovered and experienced in its operations on behalf of our notable higher education clients: colleges, universities and other educational institutions.

These trends are corroborated by plainly observable conditions.

The objective is to provide actionable recommendations for higher education institutions seeking improvements in their utilization of a contingent workforce.
TREND #1: Concern over the Affordable Care Act (ACA) tops the list of Higher Education business decision makers’ concerns in 2014-15

More and more Schools and Colleges are making staffing companies an integral part of a permanent strategy for dealing with their contingent workers and ACA compliance.

The University of Pennsylvania negotiated and executed a new, two year contract with Unique Advantage which covers, among other provisions, ACA compliance.

Unique Advantage will be ready with the financial resources, technology, and dedicated, experienced staff to continue to support The University of Pennsylvania.
TREND #2: Increased Transitions from Temp to Full Time employment

Educational Institutions are reducing the amount of time, money and efforts dedicated to recruitment and related activities by transitioning contingent workers to full time positions (Note: UA offers U Penn very attractive terms).

Reduces the risk of spending time and money to hire employees who are not the right candidate or proper match for the job/environment/culture.

Using contingent workers before offering full time conversion ensures direct hires begin day one with the right experience (skills, culture, fit).

Sourcing exemplary candidates from the pool of contingent workers improves worker longevity.

Conversion from contingent to direct hire is happening more quickly within higher education institutions (compared to 3 years ago).
TREND #3: Increased Utilization of Contingents Across all Skill Sets and Locations.

Reliance on contingent labor has permeated all functional areas of the higher education institution.

Temporary labor used to be relegated to administrative/clerical and low level tasks – today, institutions are using contingent labor to fill high level positions like I.T., Medical, Accounting/Finance, Adjunct Professors, Scientists and other specialized roles.

Pay rates vary from $20k to $250k per year.

Educational institutions are increasing their reliance on remote workers – people with the requisite skill set regardless of location.

Institutions are hiring more foreign workers to staff extension properties at different global locations.
TREND #4: Growing Appetite for Automation

Expanded reliance on contingent workers has precipitated greater need for process and standardization to ensure consistent application of business rules and regulatory compliance structures (think ACA).

Higher education organizations are turning to technology to standardize and automate the processes surrounding:

- Management of interns
- Onboarding & security badging
- Verification of claims on resumes
- Management of project workers
- Background checks & screening
- Verification of claims on resumes

Technology and automation is also critical to providing audit trails to prove compliance with IRS and DOL guidelines (Think ACA).
TREND #5: Leveraging the Institution's Reputation in Recruitment Efforts.

Schools with strong brand identities capitalize on their reputation when seeking to source top quality contingent talent.

Higher education institutions are leveraging their brands across alumni, past employees, referred candidates and candidate networks, and Talent Communities to enhance their contractor recruitment reach.

Increased levels of community relations and outreach yield improvements in recruitment efficacy. Schools report great success hiring from local communities.

Schools in ethnically diverse locations are able to meet diversity requirements by hiring from local populations.
In Conclusion

Unique Advantage currently works closely with The University of Pennsylvania to address each of these trends and drives value to Penn along with all of our higher education clients.
THANK YOU

For the opportunity to be of service and for your trust, confidence and support for the past 13 years

QUESTIONS?