

Concurrent Session: Sales & Marketing

Education Staffing: The ABCs of This Booming Market

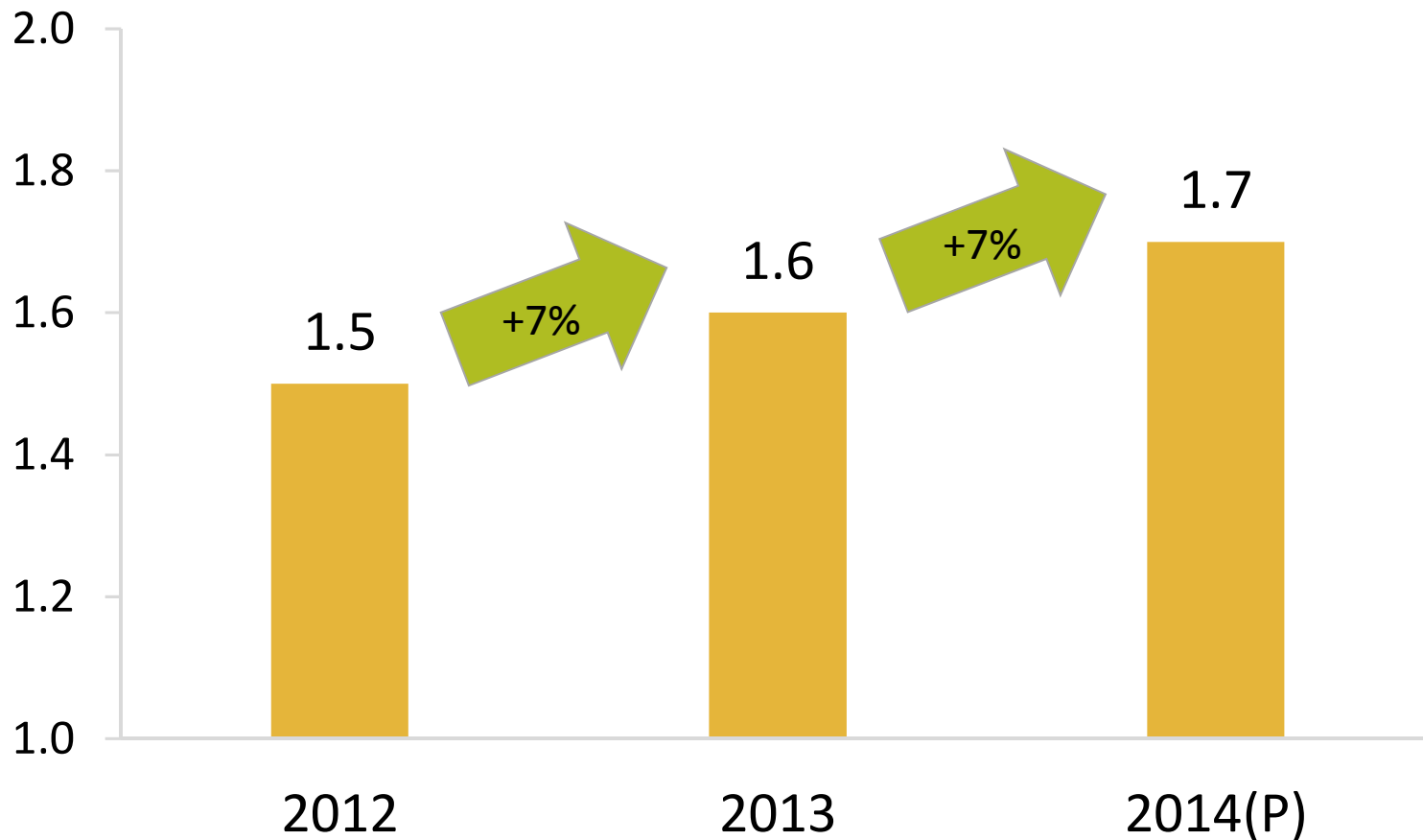
Moderator: **Timothy Landhuis**, Senior Research Analyst,
Staffing Industry Analysts

Panelists:

- **N. Henry Bledsoe**, President/CEO, PESG (Professional Education Services Group LLC)
- **J. Jeffrey Fox**, CEO, Source4Teachers
- **Nicola Soares**, VP, Kelly Educational Staffing, Kelly Services Inc.

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U.S. market for staffing of education, training, and library occupations (K12, higher education, etc.) in \$billions



Potential U.S. market for K12 substitute teacher staffing

U.S. K-12 Teachers (FTE)	3,700,000
Absence rate	7.0%
Daily Absences	259,000
\$70/day avg pay @ 40% markup = \$98 bill/day	\$98
Potential market per school day	\$25,382,000
Potential market per school year (180 days)	\$4,568,760,000

Source: Staffing Industry Analysts



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Value proposition #1: filling teacher absences (often on very short notice!)

> 98% *

* Example fill rate



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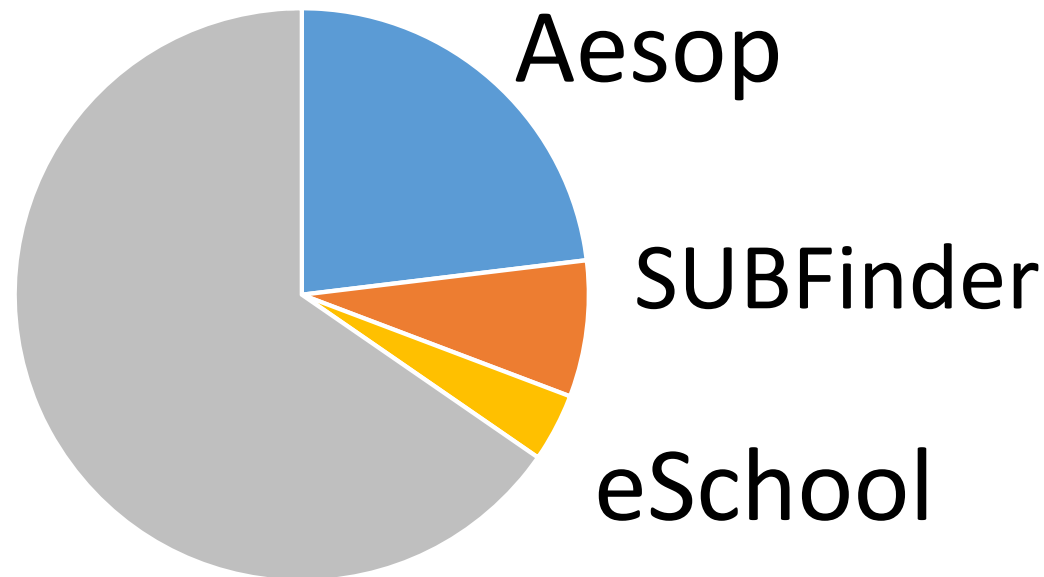
Value proposition #2: tracking and sometimes reducing teacher absence rates

> 10% *

* Example teacher absence rate

Value proposition #3: supply, manage, and train schools on the latest “sub caller systems”

Software use by U.S. school districts:



Source: Staffing Industry Analysts



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**Value proposition #4:
recruiting,
screening,
hiring,
onboarding,
training,
and supporting
quality substitute teachers**

Value proposition #5: managing payroll, benefits, and other administrative functions

What are the challenges of selling to schools?



What is the near term outlook?



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What is your best advice to succeed in this industry?

Q & A