



**INTERNATIONAL  
RECRUITING:  
A year round  
staffing solution.**

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# The Staffing Challenge

- Park Seasons have increased
- Special Event business is on the rise
- Baby Boomers are retiring
- The emerging workforce - Generation Y - is smaller



# The Staffing Challenge

- Missed revenue generating opportunities
- Lower levels of Guest Service
- Increased operating costs due to overtime
- Sustained overtime can result in employee burn out



# The Staffing Challenge

- The War for Talent is going to get worse
- One size does not fit all
- A “Tapestry Approach” to your staffing strategy is required
- International Recruiting can be a viable option



# Today

- The non-immigrant worker programs available to US employers
  - J-1 Work and Travel Program
  - J-1 Career Training Program
  - H-2B Seasonal Worker Program
- An overview of each program
- How the different programs can be layered
- Benefits of international employees
- Best practice tips for working with international employees



# **J-1**

# **Work and Travel Program**



## J-1 Work and Travel Program

- Exchange Visitor Program
- Allows university students to spend their official summer break working in the US
- Must be returning to university after the summer
- 18-27 years of age
- Students must get sponsorship through an approved organization



## J-1 Work and Travel Program

- Can work for up to 16 weeks
- Can perform any jobs (except domestic household work)
- Must get at least minimum wage, or the same wage of US workers doing the same job
- Can get 2<sup>nd</sup> job during the summer
- 30 days to travel at end of work experience
- Can repeat program as long as they are a student





# **J-1 Career Training Program**



## J-1 Career Training Program

- Another Exchange Visitor Program
- Allows participants to train and gain practical experience in an industry related to their field of study
- Not a “working” visa. Participants must train and not perform work
- Training can take place at any time. Academic schedule heavily influences timing
- Participants must get sponsorship through an approved organization



## J-1 Career Training Program

- Can train for up to 18 months. Usually 6, 12 or 18 month programs
- Can train in specialty and non-specialty occupations
- Only able to work for your organization
- 30 days to travel at end of program
- This category can only be used once
- Recruitment should start at least 6 months prior. For students, academic schedules should be considered



## **J-1 Career Training Program**

- Must have a detailed training program where participant improves skills and learns new ones
- Must be mutually beneficial experience for student and company
- Training requires department rotations as many hospitality jobs are considered “unskilled”
- Participant must be assigned a supervisor to assist with their learning
- Evaluations must be completed throughout program



## J-1 Programs

1. Company promotes jobs (6 months prior to season)
2. Participants apply for positions
3. If they receive a job offer, participant starts the visa process by applying to an approved sponsor
4. Sponsor reviews and issues DS-2019 form



## J-1 Programs

5. Participant applies for J-1 visa at US Embassy in home country
6. If approved, participant travels to US
7. Participant completes program
8. Participant can then travel up to 30 days before returning home



# **H-2B**

# **Seasonal Worker Program**



## H-2B Seasonal Worker Program

- Seasonal Worker Program
- Allows for temporary employment of non-immigrant aliens.
- Can perform any jobs (except those in agriculture)
- Open to anyone 18-40 years of age
- Your company must apply for Labor Certification and then sponsor participants





## H-2B Seasonal Worker Program

- Can work 4-10 months (depending on your seasonal need)
- Must receive Department of Labor prevailing wage for position worked
- Can only work for your company
- Must return to country at end of program
- Can repeat experience to work future seasons



## H-2B Seasonal Worker Program

- Only 66,000 visas available
- Visas are released October 1 and April 1 each year
- Visa cap is reached each year. You can only apply 120 days before season. Be proactive with your application
- Your season must be one of the following:
  - Recurring (same time each year)
  - Peak Load (reflecting the peak times of your business)
  - Intermittent (occasional need)
  - One Time (not repeatable)



## H-2B Seasonal Worker Program

1. Apply for Labor Certification with local office of State Employment Service
2. Employer given advertising instructions
3. Employer attempts to recruit domestically and reports findings to the State
4. State approves or denies Labor Certification



## H-2B Seasonal Worker Program

5. Workers recruited overseas
6. Petition filed with USCIS
7. If USCIS approves, participant applies for H-2B visa at US Embassy in home country
8. If approved, participant travels to US
9. Participant completes program and returns home





# Benefits

- The right skill set at the right time
- Flexibility
- Language skills
- Diversity
- Motivation
- Financial savings (on J-1 programs)
- Repeatability



## Resources Available

- Many companies offer services to employers to assist with Recruitment and Placement
- Some offer:
  - Coordination and funding for a Recruitment Trip
  - Visa Processing
  - Arrival Orientation for participants
  - Pre-paid emergency health insurance
  - Ongoing support for employers and participants



## Resources Available

- Department of State approved sponsors:
  - 51 organizations for the J-1 Work and Travel Program
  - 109 organizations for the J-1 Trainee Program
- H-2B program requires direct company sponsorship. Many of the above sponsoring organizations can also assist you with this program





## Best Practices - Planning

- Start small and build up
- Understand your true business need
- Select a vendor
- Select countries to recruit from
- Decide on how housing and transportation will be handled



## Best Practices - Recruiting

- Deliver a program presentation to all applicants
- Clearly articulate your expectations
- Interview in person
- Language skills



## Best Practices – Pre Arrival

- Train managers and support staff
- Provide cultural awareness information
- Clearly communicate program dates
- Make other employees aware
- Prepare for “taking hours away” concern



## Best Practices - Arrival

- First impressions count
- Deliver a specific orientation for participants
- Review “who to contact”
- Housekeeping items
- Provide social and cultural exchange opportunities during program



## Best Practices – Program Conclusion

- Offer a completion incentive
- Design a referral program
- Seek participant feedback
- Seek manager feedback
- Continuously improve



**ANY QUESTIONS?**



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- For additional information on the J-1 Exchange Visitor Programs sponsored by the Department of State, please visit:  
<http://exchanges.state.gov/education/jexchanges/about.htm>
- For an overview of the J-1 Exchange Visitor Program Regulations, please visit:  
<http://exchanges.state.gov/education/jexchanges/about/22CFR62.pdf>
- For an overview of the J-1 Work and Travel Program, please visit:  
<http://exchanges.state.gov/education/jexchanges/private/swt.htm>
- For a list of the 51 J-1 Work and Travel Program Sponsors, please visit:  
[http://exchanges.state.gov/jexchanges/?fuseaction=record.list&userMax=50&mode=&state=&sort=prog\\_name&cat=12&sc=](http://exchanges.state.gov/jexchanges/?fuseaction=record.list&userMax=50&mode=&state=&sort=prog_name&cat=12&sc=)
- For an overview of the J-1 Trainee Program, please visit:  
<http://exchanges.state.gov/education/jexchanges/private/trainee.htm>
- For a list of the 109 J-1 Trainee Program Sponsors, please visit:  
[http://exchanges.state.gov/jexchanges/?fuseaction=record.list&userMax=50&mode=&state=&sort=prog\\_name&cat=14&sc=](http://exchanges.state.gov/jexchanges/?fuseaction=record.list&userMax=50&mode=&state=&sort=prog_name&cat=14&sc=)
- For an overview of the H-2B Seasonal Worker Program, please visit:  
[http://www.dol.gov/dol/allcfr/Title\\_20/Part\\_655/Subpart\\_A.htm](http://www.dol.gov/dol/allcfr/Title_20/Part_655/Subpart_A.htm)