



Building Strong and Resilient Businesses,
Families, and Communities

Our Time Together



- Family-Friendly is Business Smart and Future Ready
- Family-Friendly Workplace Policies, Employer Tools and Resources
- First in Talent Implementation
- Employer Success
- Family Forward NC Employer Certification
- Discussion with Susan Fleetwood
- Q&A

Poll



What types of businesses do you typically serve?

- Accommodations and Food Service
- Construction/Development
- Manufacturing
- Professional/Scientific/Tech Services
- Miscellaneous Services
- Retail
- All of the above
- Other



We are driven by a bold vision.

Each North Carolina child has a strong foundation for life-long health, education, and well-being supported by a comprehensive, equitable birth-to-eight ecosystem.

To marshal North Carolina's great people, ideas, and achievements to ensure equitable access to opportunity and success for every child by the end of third grade.

Family Forward NC



Family Forward NC is an innovative initiative to improve children's health and well-being and keep North Carolina's businesses competitive.

It is employer-led change to increase access to research-based, family-friendly, industry-appropriate practices—big and small—that increase workplace productivity, recruitment and retention; grow a strong economy; and support children's healthy development.

Business Smart. Family Friendly. Future Ready.



Business Smart:

- Recruit and retain talented workers;
- Increase productivity;
- Reduce tardiness and absenteeism;
- Encourage workforce participation



Family Friendly:

- Improve job satisfaction;
- Reduce parent stress;
- Support health and economic security



Future Ready:

- Increase a child's IQ;
- Support higher high school graduate rates and educational attainment

Engage & Inspire



- Published and recently updated Guide to Family Forward Workplaces, informed by an advisory council and employers and employees across the state
- Published 37 case studies to date
- Directly reached more than 7,700 employers
- COVID-19 resources shared with 190,000 employers
- Established a second advisory council to inform and advise the certification model

Children's Health and Well-Being

Brains are built, not born.

- The most rapid period of development happens from **birth to eight**.
- End of third grade outcomes **predict academic achievement and career success**.
- Early experiences are **built into a child's body**, shaping brain architecture. Every experience forms a neural connection at a rate of a more than **one million synapses per second**.



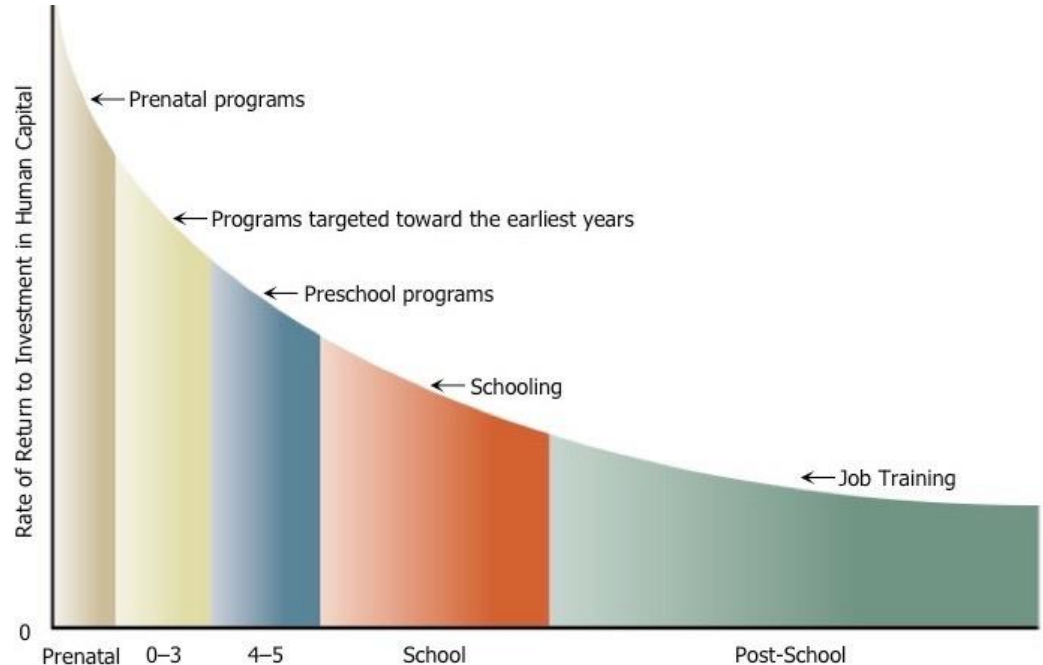
Human capital creates economic capital

“The foundation for school, career and life success is largely determined through the development of cognitive and character skills beginning in children’s earliest years.”



Nobel Laureate
Professor James Heckman

13% Return on Investment



32%

of NC 4th graders in
2021/2022 scored
at proficiency or
above
in reading as
measured
by NAEP


Disaggregated by race for 4th grade
reading:

- White 44%;
- Black 17%;
- Hispanic 21%
- Asian 56%

18%

of NC high school
graduates met all
four ACT college
readiness
benchmarks
in 2020-2021



A waitress with tattoos on her arms, wearing a black tank top and a black and white striped skirt, is working at a bar. She is holding a black tray with a red and white container on it. She is leaning over the bar, reaching for a glass. In the background, there is a man sitting at a table, and the restaurant has a rustic, brick wall and wooden beams.

Only **3.4%** of all NC families have a stay-at-home parent who cares for children full time.

Parents and caregivers are passing up work opportunities, switching jobs, quitting, and interrupting their education.

Lack of Supports Contributes to the Disruption



- Quality, affordable and equitable child care is **inaccessible to most parents**
- NC families with one infant and one toddler **spend one third** of their income on child care
- Just **one in five** North Carolina workers have access to paid family leave
- Forty-one percent of adults in the US working in hourly jobs say they know their work schedule **one week in advance or less**

Parents Need Child Care to Work



Annual cost in NC (2020)

College: \$7,354



Housing: \$10,375



4-year-old care: \$8,113



Infant care: \$9,480



Child care gaps affect both rural and metropolitan communities. The Bipartisan Policy Center found that the child care gaps in rural areas exceeded supply by 35% in rural communities and 29% in metro areas.

The Good News

Workplace Policies Deliver Results



[The Opportunity](#) ▾

[Workplace Guide](#) ▾

[Directory](#)

[Resources](#) ▾

[The Latest](#) ▾

A close-up photograph of a man with a beard and glasses kissing a baby on the cheek. The baby is smiling and looking towards the camera. The man is wearing a dark jacket and glasses. The background is a blurred teal color.

**Family-friendly
workplaces
strengthen our
state**

19 Research Based Workplace Policies

Wage and Paid Leave Policies

Parental Leave

Sick and Safe Leave

Family and Medical Leave

Parental Involvement Leave

Family Sustaining Wage

Scheduling

Flextime

Working from Home/
Telecommuting

Job Sharing/
Part-time work

Predictable Scheduling

Accommodations and Support

Support for Breastfeeding Mothers

Babies at Work

Pregnant Worker Accommodations

Child Care

Backup or emergency care

On-Site or Consortium Child Care

Subsidized/
Reimbursed Child Care

Child Care Resources Referral

Health and Wellness Benefits

Health Insurance and Wellness Benefits

Flexible Spending Accounts (FSA)

Employee Assistance Plan (EAP)

Sick, Safe, Family and Medical Paid Leave



Workplace Policies that **Deliver Results**

Benefits to Employers

- Reduces health care costs
- Provides healthier work environment
- Increases productivity
- Increases retention
- Reduces absenteeism

Benefits to Parents

- Encourages preventative healthcare
- Quicker recovery time
- Allows employees to care for themselves and their children
- Reduces chances of other employees becoming ill

Benefits to Children

- Children get better more quickly
- Reduces spread of flu-type illnesses

Workplace Policies Deliver Results Child Care



Types of Child Care Supports

- Backup or emergency care
- On-site or consortium sponsored care
- Subsidized/Reimbursed care or child care referral

Results

- Reduces stress
- Improves productivity and increases recruitment, retention
- Reduces absenteeism
- Improves family economic security
- Improves high school graduation rates, overall educational attainment

Business Smart. Family Friendly. Future Ready.



<https://www.youtube.com/watch?v=IGxWKOSDCEA&feature=youtu.be>

Making family-friendly benefits work with tight margins
Katie Button, CEO and Executive Chef, Katie Button Restaurants
Three James Beard Award nominations
2019 Business NC Trailblazer



Family Forward NC Guidance and Tools

Resources for Employers



- ✓ Employee Survey
- ✓ Child Care Needs Assessment
- ✓ Current Policy Assessment
- ✓ Cost of doing nothing
- ✓ Sample policies



*You can find these resources here: <https://familyforwardnc.com/for-employers/>

Sample Employee Survey

Editor's Note: This survey is meant as a starting point and can be customized as needed.

We recognize the value of our employees and want to ensure that we offer the best workplace we can. To be most effective, we want to hear from you about which benefits work well for you and your family and where there may be gaps that our company should understand and seek to address. We want to ensure the best fit for the people who work here! Please take a few minutes to answer the survey.

1. What is your job title? _____

2. What is your age? 18-25 26-35 36-45 46-55 56-65 65+

3. If you have children, please share their ages: _____

4. Do you consider our workplace "family friendly?" Yes No

5. Please tell us why you think that. How can we provide a workplace that promotes work-family balance?

6. What are three things that our company does for employees that you love?

7. How satisfied are you with the current benefits offered?

- Very Dissatisfied
- Dissatisfied
- Somewhat Satisfied
- Satisfied
- Very Satisfied



Cost of Employee Turnover Calculator

Employee turnover is costing you, but how much? Enter your company's metrics to see how much employee turnover is costing you each year.



YOUR ESTIMATED ANNUAL COST OF EMPLOYEE TURNOVER

\$ 155,601

Want to dive deeper into these results with a PDF sent to your inbox?

Get your PDF

Source: <https://bonus.ly/cost-of-employee-turnover-calculator>

Employer Workbook



- Reflect on Current State of Employer's Family-Friendly Workplace
- Initial Readiness Assessment of People First Culture
- Growth Opportunities for People First Culture
- Communications Planning Checklist
- Goal Setting and Implementation Planning

<https://familyforwardnc.com/returntowork/>

Employer Workbook



- Reflect on Current State of Employer's Family-Friendly Workplace
(*complexity - low*)

REFLECTION

Take a moment to think about the current state of your business with regard to the following issues, which are often strong measures of the family friendliness of any business. Determine what's going on by filling out the chart.

ANSWER HONESTLY HOW OFTEN THE STATEMENT IS TRUE FOR YOUR BUSINESS. *Mark your response in the appropriate column.*

	ALWAYS	SOMETIMES	NEVER	DON'T KNOW
Employees in our business can tend to personal or family matters without penalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our benefits and workplace practices are family- friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees have input on the things that matter to them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Everyone in our business has the access to same pay for same work and opportunity to advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are women in managerial and/or leadership roles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employer Workbook



- Growth Opportunities for People
First Culture (*complexity - high*)

READINESS ASSESSMENT

You may have many areas for growth opportunities, however it is best to start with small steps.
PICK TWO AREAS YOU WOULD LIKE TO FOCUS ON AS A RESULT OF THE ORGANIZATIONAL SELF-ASSESSMENT AND ESTABLISH A NEW GOAL.

1. What two areas have you chosen to improve as a result of the self-assessment?
2. How will you measure success with those two areas of growth (employee surveys, implementation of practices)?
3. What are the identified team members who can help support me with this effort (operations directors, front line managers, employees, human resources)?
4. Do I have the time and resources to achieve my goal? (cost of implementation, staff time needed). What barriers will you encounter?
5. Do I have the profit margin to allocate funds to achieve my goal?
6. Set a specific time frame when you will complete your goal. *List the specific date and be realistic with current resources how long that will take to implement.*
7. Write out your specific goal below: *For example, "I will implement weekly 1:1 mentoring sessions with managers and employees by December 31, 2020."*

July 2021

FIRST IN TALENT

Strategic Economic Development Plan
for the State of North Carolina



Goals, Strategies, and Tactics for the New Economic Landscape

First in Talent Strategies and Tactics



Provide support to businesses to help them be more competitive in attracting and retaining high-skilled and diverse talent.

- With the Family Forward NC team, we **trained 200 business counselors** from the SBTDC, the NC Community Colleges' SBC, the EDPNC and NCSU's Industry Expansion Solutions
- Training provided counselors with the ability to:
 - help businesses understand how to assess their work environments,
 - implement HR policies to create a welcoming and inclusive environment,
 - and know where to go for additional support.

First in Talent Strategies and Tactics



Provide support to businesses to help them be more competitive in attracting and retaining high-skilled and diverse talent.

- Counselors can now:
 - make employers aware of some of the most effective strategies to attract and retain talent, and
 - make the business case for family friendly workplaces – the cost savings and productivity increases possible with an engaged, skilled and motivated workforce.



Business Smart

R. Riveter Leather Handbags



38 Full Time Employees
39 Contractors

Paid Leave: Unlimited PTO for sick, vacation and holidays

Flexible Work

- Flexible Schedules
- Telecommuting

Accommodations: Lactation breaks



Business Smart

R. Riveter Leather Handbags



IMPACT

- **Retention**
- **Engaged Employees**
- **Employee Loyalty**

The office manager at R. Riveter, **Cheryl** shared the value of flexibility:

“Last year my son was diagnosed with AML (a form of Leukemia). It required 6 months of intense in-patient chemo. We would spend a month in the hospital and get a 2 week break and then return for another month of treatment for 6 months. They were completely supportive and let me work when I was able so my schedule was completely flexible to be able to get my job done and be there for my son.”



Aeroflow Healthcare, Inc.



Asheville (HQ) | 400 Employees | Medical Devices

Family-friendly programs & benefits:

- 6 weeks paid maternity leave (2 weeks paternity leave) following a birth or adoption
- Reimbursement of adoption costs for up to 50% or \$5,000
- Reimbursement of up to \$300 for birth or postpartum doula
- Dedicated lactation facility for mothers who wish to breastfeed or express milk with breast pump and breastfeeding supplies
- Health, dental, and vision insurance and optional life insurance
- Paid vacation, sick and PTO (after 90 days of employment)

Aeroflow Healthcare, Inc.



Ashley

Family

IMPACT

- **Employer Brand**
- **Retention & Leadership Pipeline**
- **Employee Loyalty**

A parent who works at Aeroflow, **Megan**, says she feels valued, which makes her want to *plan a career* at the company she loves.

"I haven't felt the need to look for something else, and I have a lot of friends who are mothers and, depending on their employer, they are looking elsewhere..." she says. "I feel like (Aeroflow) values me, and I feel like they value me as an employee and as a mom."

- H
- Paid vacation, sick and PTO (after 90 days of employment)



<https://www.youtube.com/watch?v=ewYuQq-CM-s>

Marshall Stanton
HR Director
Aeroflow Healthcare



Family Forward NC Employer Certification



- Designation for employers that offer policies and practices that support the health and well-being of working families and children
- Provides employers with **public recognition** for offering family-friendly workplace benefits
- **Differentiate** business in a tight labor market
- Especially for employers with **high turnover and those that are growing**

Our Certification Model...



- **is focused on what's best for children and families.**

We used:

- the **Pathways Measures of Success**;
- **best-practice guidance from medical organizations** such as the American Academy of Pediatrics; and
- **guidance from our partner early childhood focused organizations**, such as the Child Care Services Association.

Rooted in equity to encourage participation in underrepresented groups.

Requires verification and transparency. Employers agree to share their HR handbooks, and have employees take an anonymous survey about culture and policy use.

BECOME A FAMILY FORWARD CERTIFIED EMPLOYER

HERE'S HOW



Step 1: Apply Online

The first step is to fill out our online application, which helps us determine if your policies meet our certification requirement thresholds.



Step 2: We Verify Your Policies

To verify your application, we will review your written policies and conduct a quick, 30-minute phone call with your HR leader (or the staff member in charge of HR). We'll also ask you to share a short survey with employees that asks about the policies and your company culture.



Step 3: We Welcome You to Our List of FFNC Certified Employers

Once we've verified your policies, you'll be granted a certification. Certification will be good for two years from the date we notify you about the final certification.

Levels, Size Categories, Fees



Engaged • Established • Leader

Two Year Certification

- 5 to 49 employees \$200
- 50 to 99 employees \$450
- 100 to 499 employees \$750
- 500 employees + \$1,500

There is also a one time, nonrefundable application fee of \$50 to apply.

Access to **exclusive resources and programs** to help employers continue their journey

A listing in our **online directory** of certified employers

Summary of **employee feedback**

Stay Informed



Follow us @familyforwardnc (Twitter) or @FamilyForwardNC (LinkedIn)



Go to familyforwardnc.com and click on **Stay Informed** to sign up for our newsletter



Questions about certification:
familyforwardnc@buildthefoundation.org

Thank you to our sponsors



Building Strong and Resilient Businesses, Families, and Communities



Hosted in partnership with



December 7