



Community Advancement
Network
Expanding Opportunity
Forum
February 9, 2022

Creating a Family-Friendly Workplace



Jeanette Ward
COO at Texas Mutual
Insurance Company



Adam Orman
Co-owner of L'Oca
d'Oro



Ali Khataw
President/CEO at
Encotech Engineering
Consultants

Expanding Opportunity Forum

Building a
Family Friendly
Workplace

Feb. 9, 2022
1-2:30 PM

Register At

<https://eoforumfamilyfriendlyworkplace.eventbrite.com>

THESE 10 POLICIES ARE RESEARCH-PROVEN TO
BENEFIT FAMILIES AND HAVE A POSITIVE
IMPACT ON BUSINESSES' PROFITABILITY.



POLICY 1

Company-paid
Health Care
Coverage



POLICY 2

Paid Time
Off



POLICY 3

Maternity Leave



POLICY 4

Breastfeeding
Benefits



POLICY 5

"Best Place"
Designation



POLICY 6

Onsite Child
Care



POLICY 7

Child Care
Assistance



POLICY 8

Backup Child
Care



POLICY 9

Flexible Hours



POLICY 10

Working
Remotely

Advantages of a Family-Friendly Workplace (Early Matters Greater Austin)

The COVID-19 Pandemic has shown us that when child care is inaccessible, businesses see serious economic impacts.

Research indicates family-friendly workplace practices result in increased productivity, improved loyalty and commitment, and resilient, happier and healthier employees.

Research also shows that the first five years of a child's life is a crucial window for healthy development, with long range impacts.

Austin thrives when our children thrive because they are our future citizens, workforce, and leaders.

<https://www.earlymattersgreateraustin.org/the-business-case>

Advantages of a Family-Friendly Workplace (Early Matters Greater Austin)

In Austin, 60% of children under age 6 have both parents in the workforce.

Turnover can cost an employer up to 150% of the base salary of the replaced employee.

70% of non-working middle skilled parents cite child care as one of the top 5 reasons for not participating in the workplace.

83% of millennials say that they would leave their current job for one with more family-friendly benefits.

<https://www.earlymattersgreateratx.org/the-business-case>

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Creating a Family- Friendly Workplace

Critical Issues Discussed in the Forum

- **FOR EMPLOYEES:** Creating a supportive and attractive work environment and culture makes employees feel passionate about what they do. Offering paid time off, health/dental and other benefits helps to create an attractive culture.
- **FOR EMPLOYERS:** Having a family-friendly workplace helps with recruitment and retention. It provides an avenue for marketing and to set yourself apart from competitors. This culture helps create a higher level of employee satisfaction.
- **IN HOSPITALITY INDUSTRY:** Industries differ in the challenges. Hospitality industry is typically the opposite of family friendly (typically low wages, no benefits). If you can provide a higher wage and paid leave, it can help with retention. Workers typically are not trusting/loyal to employers in the industry and may not want to report all of their income. Childcare is a huge issue in hospitality. There are no licensed non-traditional hours childcare providers in Austin. This is not easy to solve but is being explored.

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Critical Issues Discussed in the Forum

- **FOR ALL INDUSTRIES:** Post-pandemic, there are new expectations about flexibility in the workplace. Every business has to come to terms with that and make an effort to build a more family-friendly environment or risk not having quality job applicants. Work Life balance is a big interest of job seekers.
- **FOR EMPLOYERS:** Offering on-site childcare can be another family friendly benefit, but really is only possible when building or acquiring facilities. If you can take your kids to workplace-based childcare, it relieves a lot of stress/pressure. The issue of affordability does not go away even with on-site childcare. A childcare subsidy may also be needed.
- **FOR CITY'S IMAGE:** Being family-friendly sends message about what kind of city we are and want to become. However, business can't be family friendly on their own. They need help from public & private sectors and the philanthropic community.

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Additional Policies & Strategies To Be Pursued

- **IDENTIFY ADDITIONAL RESOURCES:** Secure additional investment from public sector, private businesses and philanthropic community to create a system of support for families/childcare centers that is coordinated and that helps alleviate the cost-burden that low-income families bear.
- **ENHANCING BUSINESS ADVOCACY:** Businesses should work together to advocate for a better system and for more resources/incentives. Early Matters Greater Austin may be a good vehicle to coordinate the business voice on childcare issues.
- **IDENTIFY ADDITIONAL RESOURCES:** Find out if there are state and federal funding sources to supplement local dollars invested in the childcare system.
- **ENHANCING WORKER ADVOCACY:** Development of an association for hospitality workers would be useful so that workers can articulate what they need.
- **IDENTIFY ADDITIONAL RESOURCES:** Consider incentives for business to provide childcare support similar to ideas being discussed regarding Incentives for paid sick leave. These resources can help businesses address the wage problem for childcare workers.
- **HELP PROMOTE IMPORTANCE OF BEING FAMILY-FRIENDLY:** It would be helpful for local chambers of commerce to publicize the opportunity to participate in “Best Place for Working Parents.”

Acknowledgements & Announcements

RAUL ALVAREZ

CAN EXECUTIVE DIRECTOR

ralvarez@canatx.org

[HTTP://WWW.CANATX.ORG](http://www.canatx.org)

[HTTP://WWW.WECANATX.ORG](http://www.wecanatx.org)

