Building Strong and Resilient Businesses, Families, and Communities
Our Time Together

- Workplace Policies, Employer Tools and Resources
- Employer Success
- Q&A
- Family Forward NC Employer Certification
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.

Inspiring employers to be business smart, family friendly and 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
• What family-friendly policy is your organization lacking the most?

• What is your biggest challenge right now in regards to implementing family-friendly policies?
Engage & Inspire

- Published and 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 7,900 employers
- COVID-19 resources shared with 190,000 employers
- With the NC Dept. of Commerce, trained 200 business counselors from the Small Business Technology and Development Centers, the NC Community Colleges’ SBC, the EDPNC and NCSU’s Industry Expansion Solutions
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 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.

18% of NC high school graduates met all four ACT college readiness benchmarks in 2020-2021.

Disaggregated by race for 4th grade reading:
- White 44%
- Black 17%
- Hispanic 21%
- Asian 56%
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
- 41 percent of adults in the US working in hourly jobs say they know their work schedule one week in advance or less
The Good News

Workplace Policies Deliver Results

Family-friendly workplaces strengthen our state
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19 Research Based Workplace Policies
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

### 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
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 calculators
✓ Sample policies
✓ Employer workbook

*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.

>>> Calculated Cost: $155,601

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

Sample Policy: Paid Sick and Safe Leave

The following is adapted from a template sick and safe leave policy created by the Center for Law and Social Policy. For the original, click here.

Eligible employees are entitled to accrue up to ___ days of paid time off per year for the illness of the employee or a family member, or to help ensure the safety of the employee or a family member as provided below.

Employees begin to accrue leave under this policy at the start of employment and can use leave anytime thereafter.

One hour of paid sick or safe time accrues for each ___ hours worked by the employee, up to a maximum of ___ days per year. All employees are eligible to accrue and use sick and safe time leave regardless of whether they are full-time, part-time or temporary workers, once they meet the eligibility requirements.

Sick or safe time can be used for:

- The employee's own illness, injury, or medical condition;
- The employee's need to obtain diagnosis or treatment or preventive care (i.e., doctor's appointments);
- The employee's need to care for a family member for reasons covered by Nos. (1) and (2), above;
- An absence resulting from the employee or a family member becoming a victim of stalking, domestic violence, or sexual abuse.

For more information about which absences qualify for sick or safe time leave, please contact ________________________.

A “family member” includes:

- A spouse, including a domestic partner;
- Parents of a spouse;
- Children (including foster children and grandchildren);
- Spouses of children;
- Parents;
- Brothers and sisters;
- Spouses of brothers and sisters;
- A child who lives with an employee and for whom the employee permanently assumes and discharges parental responsibility;
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/
City of Wilmington
- Paid time off, including sick and vacation time
- Paid parental leave policy runs concurrently with FMLA, and while on leave, employees continue to accrue sick and vacation paid time off, another bonus for new parents
- Fertility coverage
- Breastfeeding and lactation stations for new moms

Partnership for Children of Johnston Co.
- Paid parental leave of 12 weeks
- Babies at work
- Breastfeeding accommodations
- Health, dental and vision insurance

NC Early Childhood Foundation
- Paid parental leave of 12 weeks (after one year of employment)
- Paid health insurance
- 401K retirement plan
- Paid time off and paid holidays
- Designation for employers that offer policies and practices that support the health and well-being of families and children.
- Provides employers with public recognition for offering family-friendly workplace benefits.
- Differentiates businesses 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.
Inspiring employers to be business smart, family-friendly and future ready during and after the COVID-19 crisis.

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