



**NEW HAMPSHIRE
WOMEN'S FOUNDATION**

FAMILY-FRIENDLY WORKPLACES

**OUR MISSION IS
TO PROMOTE
OPPORTUNITY &
EQUALITY FOR
WOMEN & GIRLS IN
NEW HAMPSHIRE
THROUGH RESEARCH,
EDUCATION,
PHILANTHROPY &
ADVOCACY.**

At the New Hampshire Women's Foundation we believe that creating family-friendly workplaces is essential to overcoming gender-based stigmas and outdated traditions, and is therefore essential to achieving economic equality—a key component of our mission and vision.

There's a simple reason for organizations to adopt family-friendly workplace policies: many of the most competitive, successful, and profitable businesses already have them.

Businesses across the spectrum, from small employers to multinational corporations, have demonstrated over the years that the benefits of implementing family-friendly workplace policies go directly to the bottom line.

That's because family-friendly policies are really about making it easier for employees to balance family and work, and to meet both their family and work obligations. Employees are more likely to remain with a family-friendly company. They're more engaged and motivated. Turnover is reduced, and recruitment of new employees is easier. Family-friendly policies meet the needs of today's labor force, making them a win-win for everyone involved. They're good for employees, children, parents and elders. And they're good for business.

We believe that in contemporary times, families must be viewed in more expansive ways. With that openness of mind, "family" can mean a married couple with or without children, two people who have a long term commitment to one another, a single parent, a single individual and those caring for aging parents.

Over the next few years we will direct research, program, philanthropy, and advocacy resources to grow the number of family-friendly workplaces in New Hampshire. We believe this issue is of great importance across party lines, to both men and women, and throughout our economy.

The Granite State is an important place to further the discussion. Whether you are a business owner, organization leader or employee, we hope you are ready to join the conversation!

A FAMILY-FRIENDLY WORKPLACE OR EMPLOYER IS ONE WHOSE POLICIES MAKE IT POSSIBLE FOR EMPLOYEES TO MORE EASILY BALANCE FAMILY AND WORK, AND TO FULFILL BOTH THEIR FAMILY AND WORK OBLIGATIONS.

Family-Friendly Workplaces

Steps You Can Take to Implement a Family-Friendly Workplace

This list is a mixture of legislative policies and best practices.

PARENTAL SUPPORT

Paid Family Leave
Paid Adoption Leave
Adoption Assistance
Accommodation for Pregnant & Nursing Mothers
Onsite Childcare Support

ECONOMIC

Living Wage
Pay Equity
Employee Assistance Program (EAP)
Earned Income Tax Credit (EITC) & Other Tax Credit
Disability Insurance
401(k) or 403(b) Retirement Plans
Defined-Benefit Pensions
Educational Loan Assistance
Down Payment Assistance

SCHEDULING

Flextime
Telecommuting
Compressed Work Schedule
Job-Sharing
Shift Swapping

WORK LIFE

Elder Care Referral Service
Legal & Financial Guidance
Dry Cleaning Service
Prepared Take-Home Meals
Concierge Services
Predictable Scheduling
Dental Clinic

WELLNESS

Onsite Stress Reduction Program
Onsite Flu Vaccines
24-Hour Nurse Line
Fitness Center Membership Subsidy
Onsite Fitness Center/Classes
Massage Therapy
Onsite Medical Clinic
Onsite Nap Room

Facts and Figures

Competitive businesses understand that employees are their greatest resource and are the critical key to an organization's ability to thrive. To be truly effective, a workplace must benefit both the organization and its employees. This approach results in a more engaged and satisfied workforce that is eager to stay with their organization.



74%

A GRANITE STATE VIEW

A 2015 survey by the NH Women's Foundation found that 74% of Granite State workers would either leave a job or refuse a job offer from an employer that didn't offer family-friendly practices. Supportive workplace practices help to build stronger communities and a more prosperous New Hampshire economy.¹



63%

TELECOMMUTING REDUCES ABSENTEEISM BY OVER 60%

A study by the Sloan Work and Family Research Network reports that telecommuting can reduce absenteeism by over 60%. By using a team-based approach to flexible scheduling, Chubb Insurance reduced unplanned absences by 50% and overtime by 40% per employee.²



95%

95% OF FATHERS AGREE THAT FLEXIBLE WORK OPTIONS INFLUENCE THEIR CHOICE OF EMPLOYER

According to a 2011 study, 95% of working fathers agreed that workplace flexibility would impact their decision when considering a new job.³ Likewise, companies retain more talented women and are able to increase the number of women in leadership roles. Flexible work arrangements have also been shown to increase job retention among lower-income women, leading to greater workplace experience and skills, career advancement, and higher earnings and retirement benefits.

**50%****OFFERING FAMILY-FRIENDLY
POLICIES REDUCED TURNOVER
BY 50%**

The Fortune 500 firm USAA introduced flexible scheduling options such as telecommuting, job sharing, and part-time employment. The result was a 50% reduction in turnover, which increased the company's net worth, yielding \$857 million in dividend payouts in 2008.⁴

**55%****WELLNESS PROGRAM
LEADS TO 55% LOWER
MEDICAL CLAIMS**

The company Steelcase demonstrated a 55% reduction in medical claims for participants in their corporate wellness program over a six-year period.⁸

+3.5%**TELECOMMUTING CAN
LEAD TO AN INCREASE IN
SHAREHOLDER RETURNS**

A Royal Bank Financial Group review of flexible workplace policies found that for each percentage increase in the proportion of employees working from home, a company's profits increased by six-tenths of one percent.⁵ And a Watson Wyatt study found shareholder returns raise by 3.5% as a result of schedule flexibility.⁶

**40%****THOSE WITH ACCESS TO
PAID FAMILY LEAVE
ARE 40% MORE
LIKELY TO REMAIN IN
THE WORKFORCE**

Moms with access to paid family leave are more than 40% more likely to be employed one year after giving birth. In California, one of the five states with paid family leave insurance, the evidence shows that moms are less likely to depend on government support, saving taxpayer money, and employers win because their retraining and recruitment costs are diminished. According to MomsRising.org Executive Director Kristin Rowe-Finkbeiner, paid family leave is "a win-win-win for businesses, for families and for our economy — a trifecta of wins."⁹

**73%****73% OF EMPLOYEES REPORT
THAT FLEXIBLE SCHEDULING
LEADS TO INCREASED
EMPLOYER RETENTION**

According to the National Study of the Changing Workforce, in 2002, 73% of employees with the option for flexible work arrangements reported that there was a high likelihood that they would stay with their current employer.⁷ And a study of low-wage workers with schedule flexibility found that they were 30% less likely to leave their employer within two years than workers who did not have that flexibility.

**86%****86% OF VOTERS AGREE
THAT PAID FAMILY LEAVE
IS IMPORTANT**

In a 2015 article for the *Concord Monitor*, *All In* author Josh Levs writes, "An exit poll during the last presidential election found that 86 percent of voters support creating a system of family and medical leave insurance - including 96 percent of Democrats, 87 percent of independents and 73 percent of Republicans. A poll of 2016 voters found similar results."¹⁰

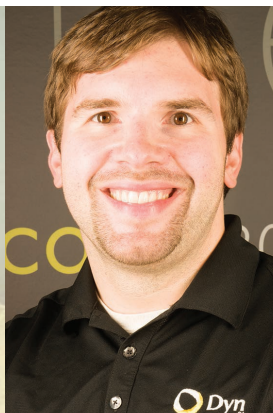
FROM THE GRANITE STATE

Thoughts About Family-Friendly Workplaces



AS A WOMEN-OWNED NONPROFIT CONSULTING BUSINESS WE RESPECT THE NEED FOR FLEXIBILITY OF OUR NONPROFIT CLIENTS **UNDERSTANDING THE CHALLENGE OF BALANCING WORK, FAMILY AND THEIR COMMITMENT** TO THE COMMUNITY THEY SERVE.

KAREN C. PRIOR & LISA BURK-MCCOY
STARFISH COLLABORATIVE
EXETER, NH



FROM PROVIDING A BEAUTIFUL PRIVATE NURSING ROOM FOR NEW MOTHERS TO OFFERING PAID MATERNITY AND PATERNITY LEAVE, WE STRIVE TO MAINTAIN A FAMILY-FRIENDLY ENVIRONMENT AT DYN. **IT'S A WIN-WIN BECAUSE IT IS WHAT IS BEST FOR OUR EMPLOYEES AND THEIR FAMILIES, AND IT MAKES BUSINESS SENSE.** WE KNOW THAT OUR EMPLOYEES ARE OUR MOST VALUABLE ASSET, AND WE TRY TO PROVIDE THEM WITH BENEFITS THAT KEEP THEM HAPPY, WELL-ROUNDED CONTRIBUTORS, AT HOME AND AT WORK.

JEREMY HITCHCOCK, CEO, DYN
MANCHESTER, NH

FLEXIBILITY IS THE CORNERSTONE OF A FAMILY-FRIENDLY WORKPLACE AT HUMAN RESOURCE PARTNERS. WHETHER IT'S KIDS, AGING PARENTS OR VOLUNTEER SERVICE IN OUR COMMUNITIES, WE ALL HAVE OTHER PRIORITIES OUTSIDE OF THE WORKPLACE. WE ALLOW OUR TEAM THE FLEXIBILITY TO TAKE TIME AND FOCUS ON THOSE OUTSIDE PRIORITIES BECAUSE **WE KNOW THAT ULTIMATELY THEY WILL BE HAPPIER AND MORE PRODUCTIVE WHILE AT WORK.**

DELISE WEST
PRESIDENT, HUMAN RESOURCE PARTNERS
DOVER, NH



TO ME, BEING "FAMILY-FRIENDLY" MEANS RECOGNIZING THAT YOU EMPLOY "WHOLE PEOPLE," AND WHEN YOU DO THAT YOU GET THE BEST RESULTS. NO DOUBT ABOUT IT. IT REQUIRES FLEXIBILITY AND CREATIVITY WITH GOALS AND SCHEDULES — BUT IT ENSURES A JOINT COMMITMENT THAT IS UNDENIABLY STRONGER.

JUSTINE VOGEL
PRESIDENT & CEO, RIVERWOODS
EXETER, NH



WE LIVE IN AN AGE WHERE TECHNOLOGY TOOLS ALLOW US TO "CONNECT" OUTSIDE OF 9 TO 5 AND WORK/LIFE BALANCE IS IMPORTANT TO ALL OF US, WHETHER IT'S TO CARE FOR KIDS, PARENTS, OR OURSELVES. **SMART EMPLOYERS KNOW THEY NEED TO MAKE OPTIONS AVAILABLE TO ATTRACT AND RETAIN GOOD PEOPLE:** TELECOMMUTING, COMPRESSED WORK WEEKS, FLEXIBLE SCHEDULES, AND PAID TIME OFF. "EMPLOYERS OF CHOICE" KNOW THAT FLEXIBILITY IS AT THE TOP OF THE LIST WHEN YOU ASK EMPLOYEES WHAT THE MOST IMPORTANT 'BENEFIT' IS IN THE WORKPLACE!

CONNIE ROY-CZYKOWSKI, DELTA DENTAL
CONCORD, NH



**NEW HAMPSHIRE
WOMEN'S FOUNDATION**



NHWOMENSFOUNDATION.ORG

Resources

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- 9) Feingold, J. (2015). MomsRising CEO: Family-friendly policies 'a net win for businesses' - New Hampshire Business Review - November 13 2015. Nhbr.com. Retrieved 29 November 2015. <<http://www.nhbr.com/November-13-2015/MomsRising-CEO-Family-friendly-policies-a-net-win-for-businesses/>>.
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