



THE BEST PLACE FOR  
WORKING PARENTS®

# National Trends Report

*fall 2022*



conducted in partnership with \_\_\_\_\_

**SMU** Simmons School of Education  
& Human Development

# 2022 Trends & End of Year Outlook: The Best Place for Working Parents®

The majority of our nation's 63 million parents work.<sup>1</sup> Over the past several years, working parents have become a central discussion point for business leaders contemplating business strategy, workforce retention, and HR policies in a new era of work. **Parents and employers alike have shifted their expectations of today's workplace – from how and where work gets done, to what is being measured in gauging employee success, and the intentionality with which family-friendly policies are being integrated into the fabric of a company's policy and culture.** In 2023, the topics of childcare, parental leave benefits, flexible schedules, and remote/hybrid work will continue to be top of mind for business leaders and will shape what the future of work and the workforce will look like in the next decade.

The Best Place for Working Parents provides evidence-based family-friendly policy recommendations to help companies stay competitive and help parents make informed choices about their places of work. We know through proven research and our conversations with hundreds of business leaders and working parents that **family-friendly policies can be beneficial for both working parents and businesses**, creating an environment where employees feel valued and workplaces function at maximum productivity.

The Best Place for Working Parents® team sees 2023 trends coming down to three key topics:

- 1. Hybrid and remote work are becoming the norm for knowledge workers and especially for small businesses** (less than 200 employees), as these business leaders seek ways to stay competitive amidst more expensive policies that larger companies may offer. And flexibility and remote work can help employers, too – working from home can increase employee performance by 13% and reduce attrition group by 50%.<sup>2</sup> In fact, flexibility and remote work are such affordable and effective methods for creating a more family-friendly workplace that today, 90% of all 1,140 Best Place for Working Parents® designated companies across the U.S. have a remote work and/or flexibility policy in place.
- 2. Industry matters when it comes to which family-friendly policies are being implemented** across diverse sectors. This National Trends Report found that different industries lead in implementing key family-friendly practices. For example, while more than half of our designated companies offer maternity leave, the Business and Information and the Finance and Insurance industries are leading the way in implementing parental leave policies. The Construction and Utilities industry is more likely to offer child care assistance and backup child care than other industry competitors, while the Healthcare industry offers more nursing benefits and onsite child care policies than others. Many industries are getting creative in which of the top 10 family-friendly benefits they are implementing to support their working parent employee base – which is good news to the parents looking for these benefits and the employers that reap the rewards of a more engaged and productive workforce.<sup>3</sup>
- 3. In the United States, parental supports are no longer just a perk for large businesses.** Businesses of all sizes are finding ways to support their mothers and working parents throughout the parent life cycle. Across size and industry, four of our top 10 research-backed policies are in place in at least 90% of Best Place for Working Parents® designated organizations, including: 1) employee and dependent healthcare, 2) paid time off, 3) flexible hours, and 4) remote work. And for employers thinking about very real child care challenges of their workforce, there are incredible tax benefits that any sized business can take advantage of. The National Child Care Toolkit we published this year provides eight different types of child care support options that businesses can offer, depending on their size and employee base.

Today, we know there is not a "one size fits all" approach to building business policies that attract and retain working parents in today's world of work. And in 2023, we will continue to see companies across size and industry that are innovating in the ways they are supporting a growing majority of today's workforce – while also boosting their organization's bottom line.

<sup>1</sup> | Parents = children under the age of 18.

<sup>2</sup> | Worklabs

<sup>3</sup> | Industry trends included for the top 10 industries in the Best Place for Working Parents® Network.

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# Report Overview & Scope

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*section 1*



## Report Overview & Scope

### About the National Trends Report

The Best Place for Working Parents® partnered with the Center on Research and Evaluation (CORE) at Southern Methodist University to analyze key national trends within the Best Place for Working Parents® network that currently extends to nine states across the U.S..<sup>4</sup>

The aim of this study was to evaluate how the top 10 research-backed Family-Friendly Policies are being implemented across the national network, in different regions, and within organizations of different sizes and industries. The report also sought to evaluate how implementation of the top 10 policies are changing over time, and which policies specifically make the difference for earning a Best Place for Working Parents® designation, depending on company size.



#### POLICY 1A & 1B

EMPLOYEE & DEPENDENT  
HEALTHCARE



#### POLICY 2

PAID TIME OFF



#### POLICY 3A & 3B

MATERNITY &  
PATERNITY LEAVE



#### POLICY 4

NURSING 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

REMOTE WORK

# Data Sample & Scope

CORE analyzed Best Place for Working Parents application data submitted between December 11, 2019 and September 21, 2022. The data were cleaned to remove duplicate entries using data validation measures to ensure organizations with multiple applications were counted only once. The data (n = 1,140 designated organizations) were then explored using visual and descriptive analysis techniques.



figure 1. Best Place for Working Parents® National Network

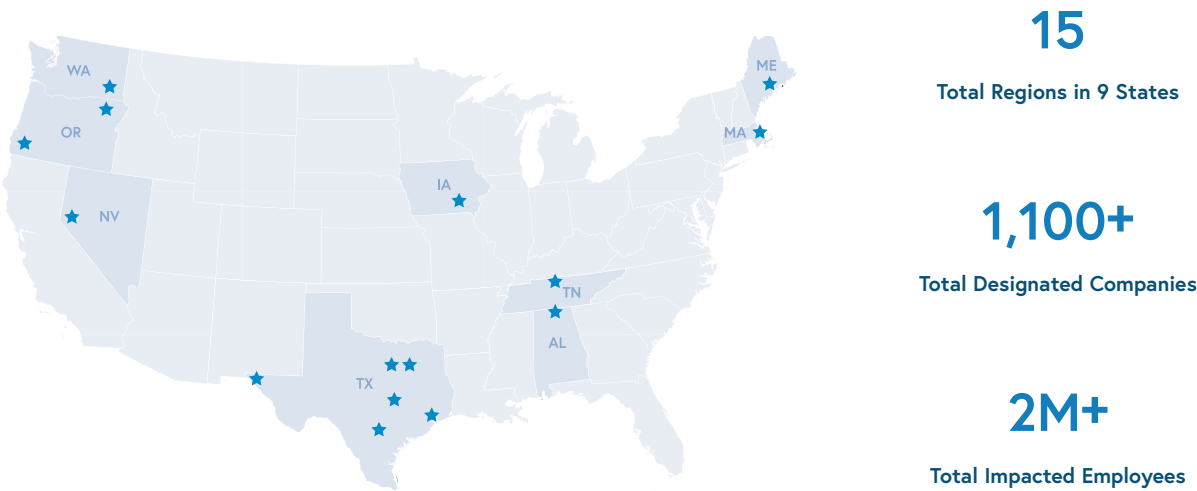


figure 2. Best Place for Working Parents® Designated Company Size Breakdown

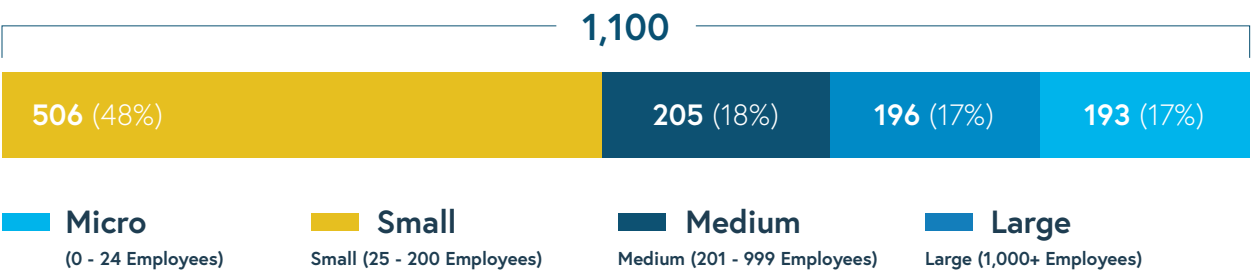












figure 3. *Best Place for Working Parents® Top 10 Policies*

POLICY	DESCRIPTION	BUSINESS ROI
 <b>COMPANY PAID / DEPENDENT HEALTHCARE</b>	Health, dental, and vision insurance offered by the employer and often partially or fully paid for by the employer. Important aspects that influence the overall impact of this policy include the level of availability and affordability, as well as the offering of supplemental health care programs.	U.S. employers earn 47% average ROI on their investment in employer health insurance. – or <b>\$1.47 for every \$1 invested.</b> <sup>5</sup>
 <b>PAID TIME OFF</b>	Paid holidays, paid vacation, paid sick days, and personal days.	Unlimited vacation time eliminates vacation liability for companies an average of <b>\$1,898 per employee.</b> <sup>6</sup>
 <b>PARENTAL LEAVE</b>	Time taken by a mother during and after pregnancy to recuperate physically from having a baby and time taken by a parent (male and female) to bond with a new baby. Key aspects of this policy include employee support, company financial support, and supplemental healthcare programs.	First-time mothers who use some form of paid leave are <b>32% less likely to quit their jobs before or after childbirth and are 19% more likely to return to the same employer</b> after leave. <sup>7</sup>
 <b>NURSING BENEFITS</b>	Policies that give mothers privacy during milk expression by designating a private space with all the necessary things provided.	Businesses with lactation support programs boast a post-maternity <b>retention rate of 94.2%</b> compared to the national retention rate of 59%. <sup>8</sup>
 <b>BEST PLACE DESIGNATION</b>	Competitive designations and/or awards that convey certain workplace and employer values such as trust, transparency, culture, and supportiveness to current and future employees, specifically defined as: a) a survey of its employees on organizational culture that indicates 80% or higher score on employee satisfaction, b) an external "Best Place to Work" designation, and/or c) an independent research study citing a healthy organizational culture.	Compared to their competitors, great workplaces win when it comes to <b>revenue growth, employee retention, productivity, innovation, resilience, agility, customer service, and employee engagement.</b> <sup>9</sup>
 <b>ONSITE CHILD CARE</b>	Companies that offer onsite child care to employees as a convenient and affordable care option.	When businesses provide childcare for employees, employee <b>absences decrease by 30%</b> and job <b>turnover declines by as much as 60%.</b> <sup>10</sup>
 <b>CHILD CARE ASSISTANCE</b>	Any programs or initiatives that help to reduce the demands of being a child caregiver. Common types of employer childcare assistance include offering Flexible Spending Accounts (FSAs), associating with local/nearby child care centers, providing resource and referral services, and subsidizing child care.	Employers that offer Dependent Care FSAs can <b>save up to \$382.50 per employee.</b> (For an employer with 100 employees participating in the full \$5,000 FSA, that employer would save \$38,200 per year.) <sup>11</sup>
 <b>BACKUP CHILD CARE</b>	An option for parents in emergency situations or for last-minute care if their regular child care falls through.	An average business with 250 employees can <b>save \$75,000</b> per year in lost work time by subsidizing care for employees' sick children. <sup>12</sup>
 <b>FLEXIBLE HOURS</b>	Allowing for an alternative to "normal" working hours.	Of the 30% of credentialed women who leave the workforce, <b>70% say they would have stayed if they had access to flexibility.</b> <sup>13</sup>
 <b>REMOTE WORK</b>	Ability for an employee to have a flexible work location, outside of the organizational office.	Employees who worked from home <b>increased performance by 13%</b> and the company's attrition rates for the work-from-home group <b>decreased by 50%.</b> <sup>14</sup>

5 | Avalere Health

6 | FRACTL

7 | Impaq International and Institute for Women's Policy Research and Scientific American

8 | U.S. Department of Health and Human Services, *The Business Case for Breastfeeding*.

9 | Fortune

10 | U.S. Chamber of Commerce Foundation


11 | Child Care and Parent Productivity

12 | Early Care and Learning Council

13 | Worklabs

14 | Work





# Top Family-Friendly Policies Across the Nation

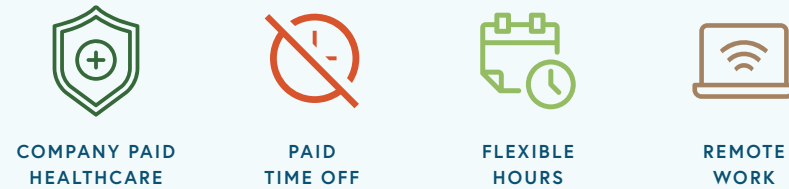
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*section 2*

## Top Family-Friendly Policies Across the Nation

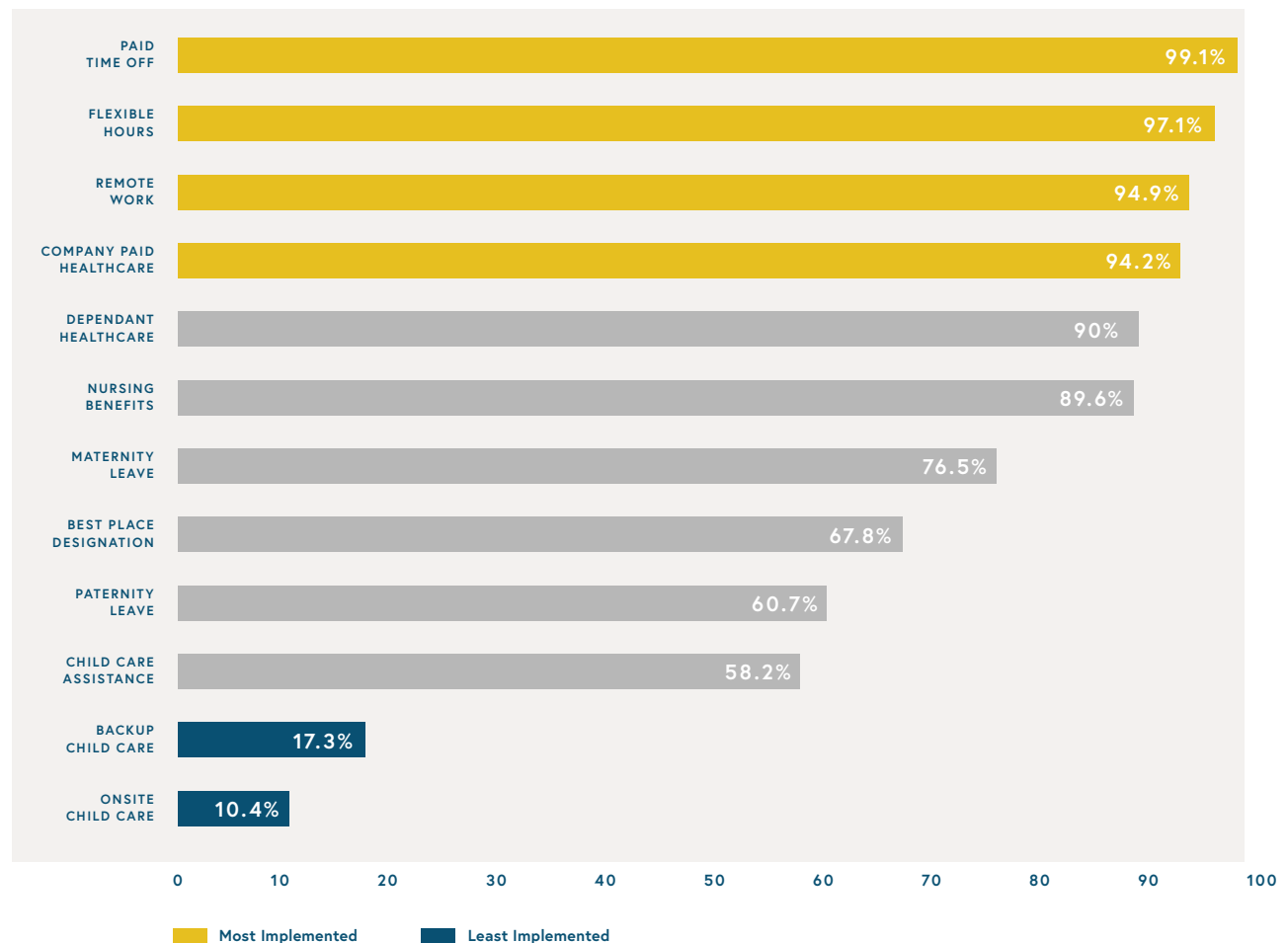
*What are the most common policies implemented at Best Place for Working Parents® organizations across the country?*

Among designated organizations, **four of the Top 10 Policies** are in place in at least 90% of organizations:



Other fairly common policies include maternity and paternity leave, nursing benefits, best place designations, and child care assistance. Onsite child care and backup childcare are the least frequently available to employees.

*figure 4. Top 10 Policies in Accredited Organizations*



A low-angle, upward-looking photograph of several tall skyscrapers, their glass facades reflecting the sky. The buildings are arranged in a way that they seem to converge towards the top of the frame, creating a sense of height and scale. The overall color palette is a deep, monochromatic blue, which serves as the background for the text.

# Family-Friendly Innovations by Company Size

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*section 3*



## Family-Friendly Innovations by Company Size

*How does family-friendly policy implementation vary depending on company size?*

In general, overall policy implementation increases with the size of the organization. This may be due to a greater ability to fund the use of the policies, but micro and small organizations also demonstrate the potential to implement an array of the top 10 family-friendly policies.

### Micro Organizations (0-24 Employees)

Micro organizations, with 24 employees or fewer, offer flexibility in paid time off, hours, and remote work. In general, fewer Top 10 Policies are implemented by micro organizations, but this category is demonstrating advancements in onsite child care and backup child care policies relative to the average, which may be the two most difficult policies to implement as they are the least frequently provided by any size organization.



PAID  
TIME OFF



FLEXIBLE  
HOURS



REMOTE  
WORK



#### MICRO BUSINESS

BP4WP Network Innovation in Action

"Our employees have **extremely flexible schedules** that allow them to take care of their kids as needed. We will no longer have an office as everyone will be remote, but those employees who are out in the field still develop their schedule and meet with us to develop a schedule that works for everyone. **We talk through options if child care becomes an issue**, and we saw this come up initially during COVID. For example, we offered more money for a single working mother to cover costs and worked around her schedule for drop off and pick up."

Simply Home | Austin, TX



#### MICRO BUSINESS

2022 BP4WP Fort Worth Innovator Award Winner

"We provide very flexible schedules so that parents can take care of their child care needs. **As one of our employees put it, she's never missed one of her son's football games. At times we have had an entire office set up as a nursery - something we provide when we have a breastfeeding mother or a parent of a very young child. We provide an Instacart membership to all our new parents, in addition to stocking them up with all kinds of goodies.** We have other parents who work remotely when needed and have an allowance of 'work from home' days with no questions asked."

Varghese Summersett, PLLC | Fort Worth, TX

VARGHESE  
SUMMERSETT

## Small Organizations (25-200 Employees)

Small organizations, with 25-200 employees, typically offer employee healthcare, paid time off, flexible hours, and remote work policies. Areas of opportunity for this category include strengthening dependent healthcare, parental leave, and nursing benefits.



COMPANY PAID  
HEALTHCARE



PAID  
TIME OFF



FLEXIBLE  
HOURS



REMOTE  
WORK



SMALL BUSINESS | BP4WP Network Innovation in Action

*"[We] provide **company-wide vacation aligned to school district holiday break at the end of each calendar year** so that parents can focus on family while the kids are at home."*

Child Poverty Action Lab | Dallas, TX



SMALL BUSINESS | 2022 BP4WP Fort Worth Innovator Award Winner

*"We have an onsite room for mothers to rest, take breaks, pump (if needed). It is private and lockable and includes comfortable furniture, refrigerator, pillows and blankets to allow mothers to be and mothers to get some private space to decompress or unwind. We have generous leave policies and flexible working arrangements so no one has to worry about leaving to pick kids up for school. We allow employees to set their work schedule around school/daycare dropoff and pick up, and to work from home."*

Shaefer Advertising | Fort Worth, TX



## Medium Organizations (201-999 Employees)

Medium organizations, with 201-999 employees, have strong healthcare, paid time off, nursing benefits, flexible hours and remote work policies. Areas of opportunity for this category include strengthening parental leave, "Best Place" designation (earned through an employee culture survey or internal research report), and child care assistance policies.



COMPANY PAID  
HEALTHCARE



PAID  
TIME OFF



NURSING  
BENEFITS



FLEXIBLE  
HOURS



REMOTE  
WORK



MEDIUM BUSINESS | BP4WP Network Innovation in Action

*"[We] pay for childcare during corporate/company events and provide each employee with \$5,000 in dependent care reimbursement at no cost to them."*

Zinpro Corporation | Iowa



MEDIUM BUSINESS | 2022 BP4WP Fort Worth Innovator Award Winner

*"We provide a 401(k) with a 5% match, pension plan, company paid life insurance, short- and long-term disability. We have an annual walking challenge and fitness challenges where employees can earn up to \$200 in wellness gift cards. We offer an annual health fair, onsite biometric testing, flu shots, blood drives, mammograms, and skin screening, all of which are free for the employee. We also have an HSA that is partially company funded. We provide a company-paid Employee Assistance Program (EAP), as well as travel insurance."*

EECU Credit Union | Fort Worth, TX





## Large Organizations (1000+ Employees)

Overall, large organizations with 1000 or more employees have strong policy implementation across 8 of the Best Place for Working Parents® family-friendly practices. Areas of opportunity for this category include onsite child care and backup child care.



COMPANY PAID  
HEALTHCARE



PAID  
TIME OFF



PARENTAL  
LEAVE



NURSING  
BENEFITS



BEST PLACE  
DESIGNATION



CHILD CARE  
ASSISTANCE



FLEXIBLE  
SCHEDULE



REMOTE  
WORK



### LARGE BUSINESS | BP4WP Network Innovation in Action

"Employees can see a physician for minor illnesses and injuries at **our on-site Employee Health clinic**. Our **day care center offers extended hours, 6 am – 6 p.m.**, and remains open during weather related events. During spring and summer, we host a Farmers Market once a week at two locations. We offer a variety of wellness programs (walking challenges, weight reduction initiatives, diabetic program), and have blood pressure stations located in non-clinical areas across all our campuses."

Huntsville Hospital | Huntsville, AL



### LARGE BUSINESS | 2022 BP4WP Fort Worth Innovator Award Winner

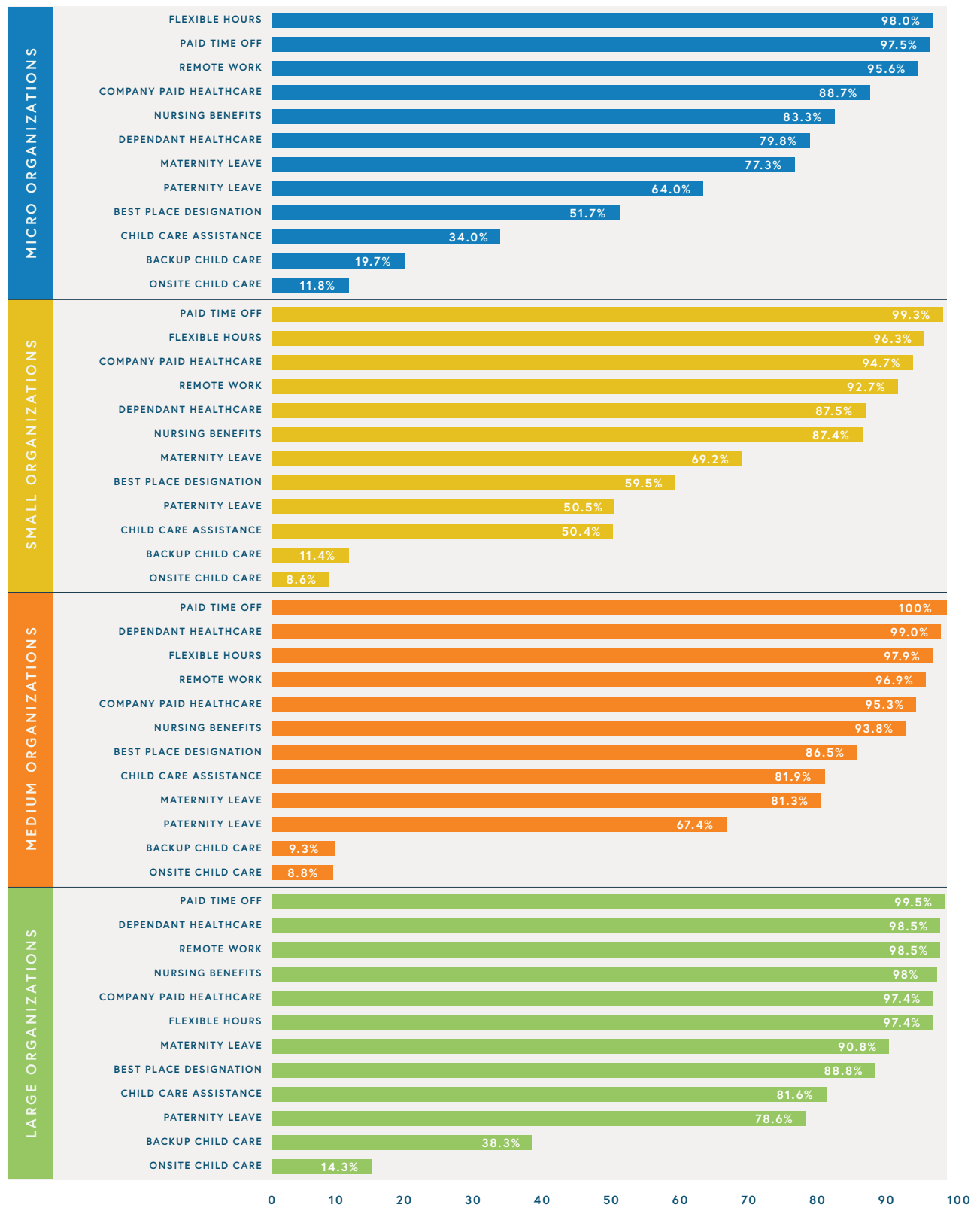
"We offer an **Employee Assistance Program (EAP) at no cost to our employees that provides help with childcare decisions and/or college planning**. We also provide legal/ID Theft monitoring services, including **social media monitoring and child monitoring**."

Higginbotham | Fort Worth, TX



**Higginbotham™**

figure 5. Top 10 Policies by Size of Organization





# Policy Trends by Region

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*section 4*



## Policy Trends by Region

*How does family-friendly policy implementation vary depending on company location?*

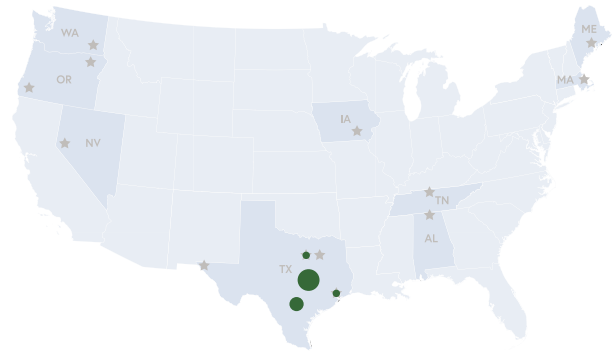
Across all regions with Best Place for Working Parents® designees, paid time off, employee and dependent healthcare, flexible hours, and working remotely are consistently implemented (at least 90% of organizations have these policies). Regions vary more widely in their implementation of the other policies, most notably maternity leave, paternity leave, best place designation, child care assistance, and backup childcare policies.<sup>15</sup>

### Policy 1A: Employee Healthcare

Designated organizations typically offer employee healthcare.

Regional leaders:

- AUSTIN, TEXAS | 96.5%
- SAN ANTONIO, TEXAS | 96.1%
- FORT WORTH, TEXAS / HOUSTON, TEXAS | 95.2%

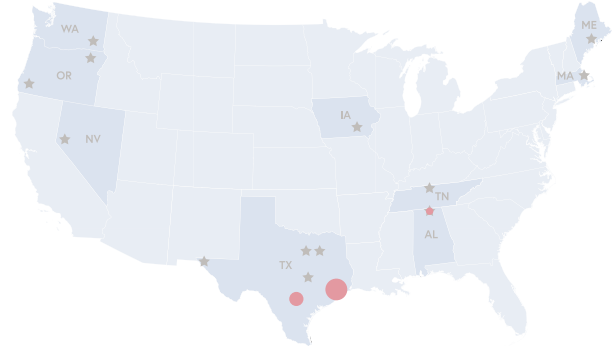


### Policy 1B: Dependent Healthcare

Although employee healthcare is typically offered, healthcare for dependents is less common.

Regional leaders:

- HOUSTON, TEXAS | 98.4%
- SAN ANTONIO, TEXAS | 96.1%
- HUNTSVILLE, ALABAMA | 94.5%

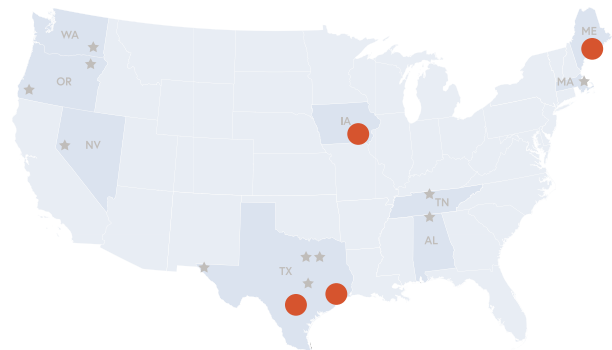


### Policy 2: Paid Time Off

Almost all organizations offer a paid time off policy.

Regional leaders:

- IOWA | 100%
- MAINE | 100%
- HOUSTON, TX | 100%
- SAN ANTONIO, TX | 100%



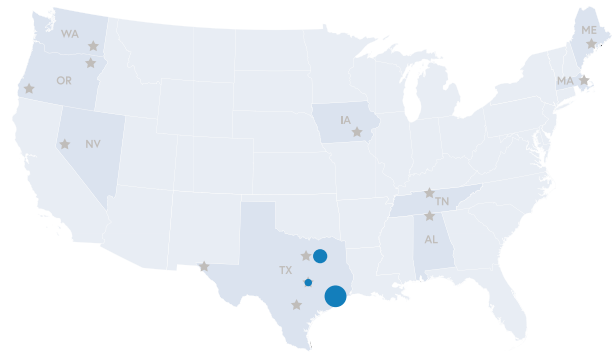
<sup>15</sup> | Leading regional practices only highlighted for regions with at least 28 BP4WP designees.

## Policy 3A: Maternity Leave

Maternity leave is offered in more than half of organizations in each region.

Regional leaders:

- HOUSTON, TEXAS | 88.9%
- DALLAS, TEXAS | 86.9%
- AUSTIN, TEXAS | 82.7%

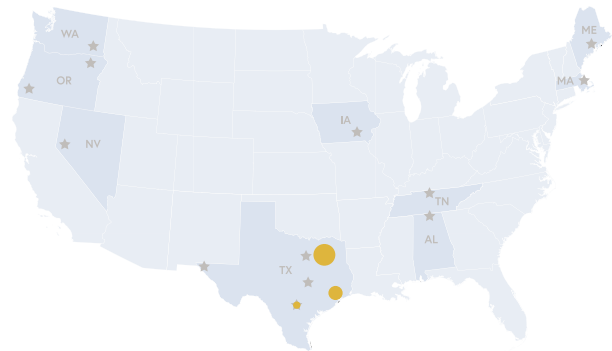


## Policy 3B: Paternity Leave

Paternity leave is offered less frequently than maternity leave overall.

Regional leaders:

- DALLAS, TEXAS | 78.4%
- HOUSTON, TEXAS | 77.8%
- AUSTIN, TEXAS | 76.6%

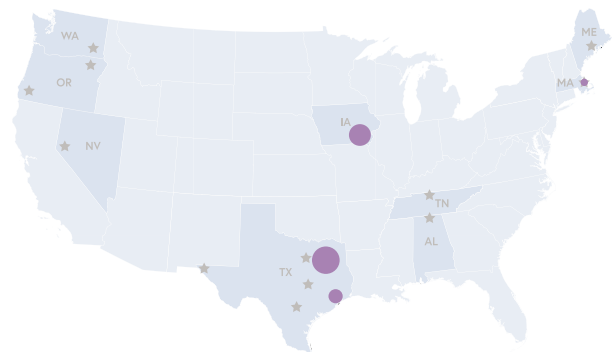


## Policy 4: Nursing Benefits

Nursing benefits are common; at least three quarters of organizations in each region offer a nursing policy.

Regional leaders:

- DALLAS, TEXAS | 94.8%
- IOWA | 92.9%
- HOUSTON, TEXAS | 92.1%
- MAINE | 90.2%

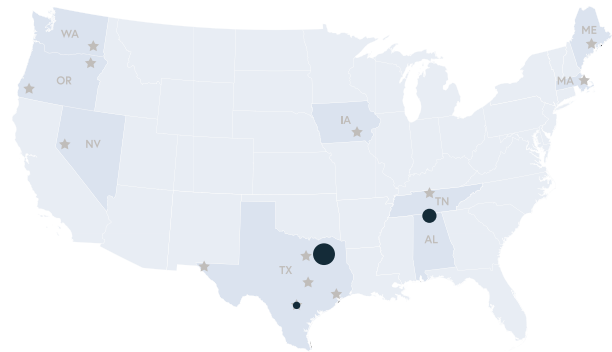


## Policy 5: Best Place Designation

"Best Place" Designations vary widely by region.

Regional leaders:

- DALLAS, TEXAS | 83.6%
- HUNTSVILLE, ALABAMA | 83.5%
- SAN ANTONIO, TEXAS | 81.6%

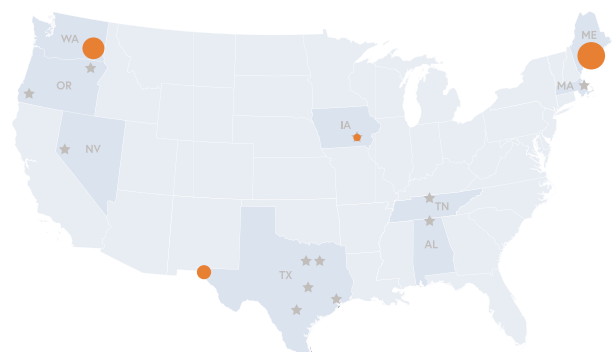


## Policy 6: Onsite Child Care

Onsite child care is infrequently offered in all regions; less than a quarter of organizations have this benefit.

Regional leaders:

- MAINE | 17.6%
- WALLA WALLA, OREGON/WASHINGTON | 17.5%
- EL PASO, TEXAS | 13.3%
- IOWA | 13%

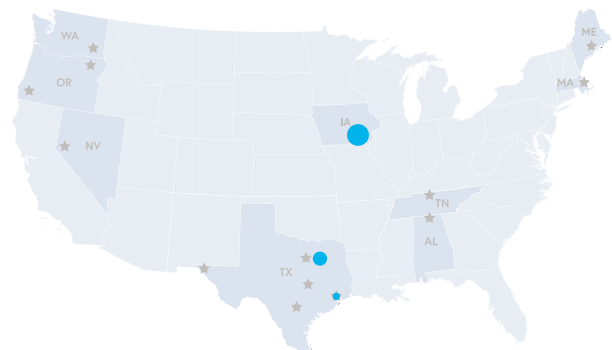


## Policy 7: Child Care Assistance

Child care assistance is inconsistently offered across regions.

Regional leaders:

- IOWA | 71.4%
- DALLAS, TEXAS | 68.5%
- HOUSTON, TEXAS | 68.3%

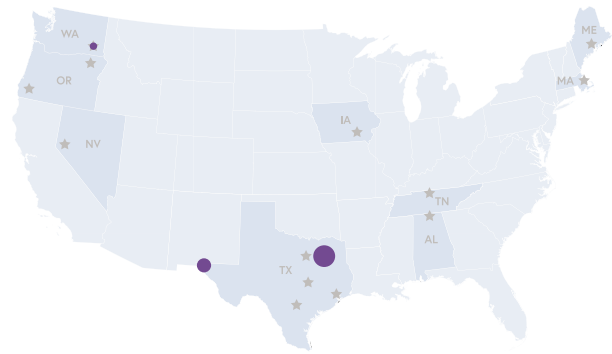


## Policy 8: Backup Child Care

Backup child care is infrequently offered in all regions; less than half of organizations offer this benefit.

Regional leaders:

- DALLAS, TEXAS | 30.5%
- EL PASO, TEXAS | 26.7%
- WALLA WALLA OREGON/WASHINGTON | 26.3%

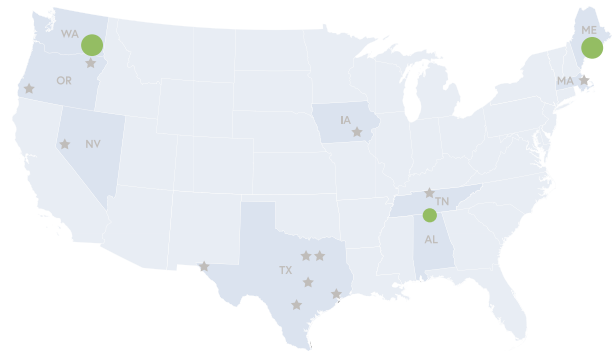


## Policy 9: Flexible Hours

Nearly all designated organizations offer flexible hours.

Regional leaders:

- MAINE | 100%
- WALLA WALLA, OREGON/WASHINGTON | 100%
- HUNTSVILLE, ALABAMA | 98.9%



## Policy 10: Remote Work

Nearly all designated organizations offer remote work options.

Regional leaders:

- WALLA WALLA, OREGON/WASHINGTON | 100%
- EL PASO, TEXAS | 100%
- HOUSTON, TEXAS | 100%

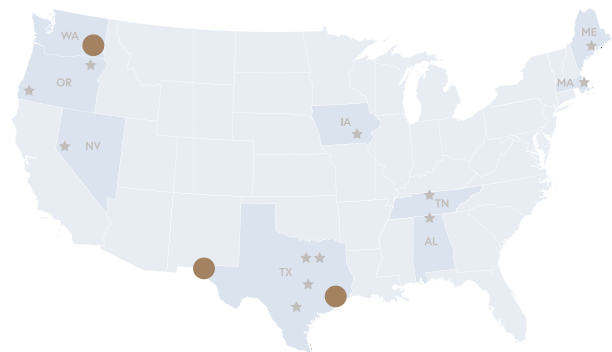
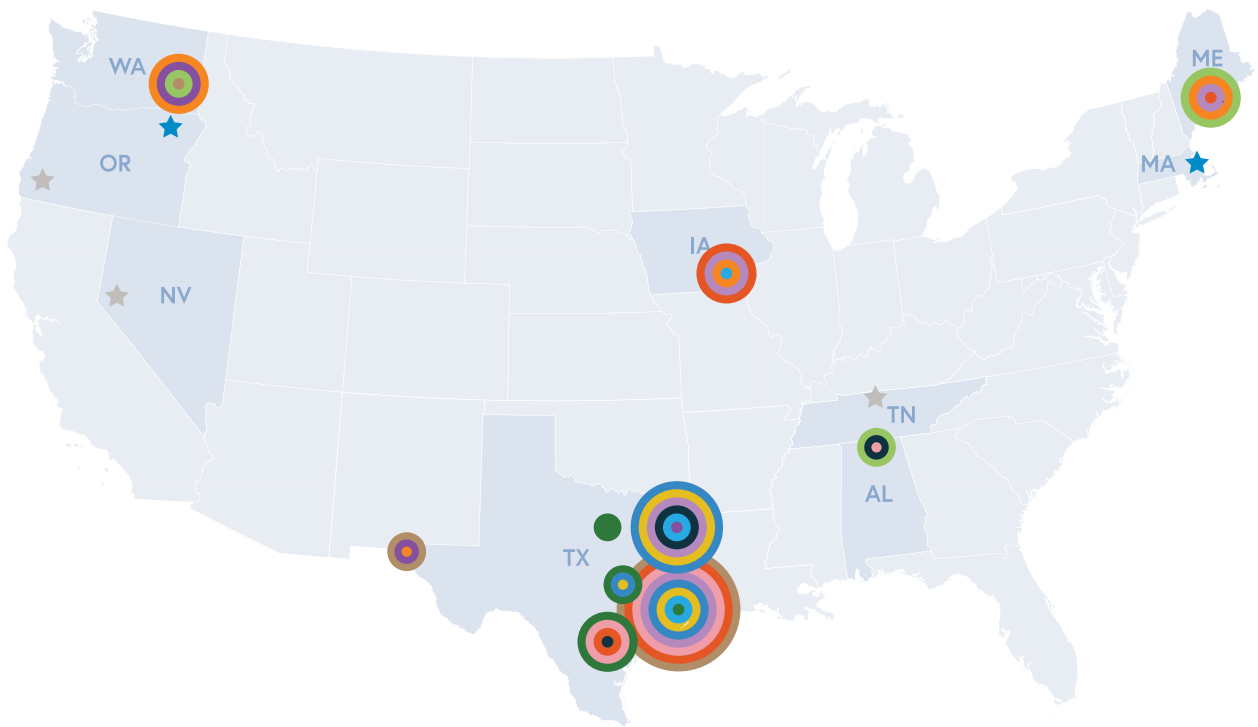


figure 6. Policy Trends by Region, National View



★ GREYED OUT REGIONS ARE NOT INCLUDED IN REGIONAL TRENDS AS THEY HAD NOT YET LAUNCHED AT THE TIME OF THIS STUDY.



# Policy Trends by Industry

*section 5*

























## Policy Trends by Industry

*How does family-friendly policy implementation vary depending on company industry?*

To investigate how policies are implemented within different industries, SMU CORE compared the top 10 industries with the most organizations to the average across all industries.

### All Industry Representation in Best Place for Working Parents® Designees

 AGRICULTURE & FORESTRY/WILDLIFE	 MOTOR VEHICLE
 BUSINESS & INFORMATION	 NATURAL RESOURCES/ENVIRONMENTAL
 CONSTRUCTION/UTILITIES/CONTRACTING	 NONPROFIT
 EDUCATION	 OTHER
 FINANCE & INSURANCE	 PERSONAL SERVICES
 FOOD & HOSPITALITY	 PHILANTHROPY
 GAMING	 PROFESSIONAL SERVICES
 GOVERNMENT	 REAL ESTATE & HOUSING
 HEALTHCARE	 SAFETY/SECURITY & LEGAL
 LEGAL	 TECHNOLOGY
 MANUFACTURING	 TRANSPORTATION

### Top 10 Industries with Designations

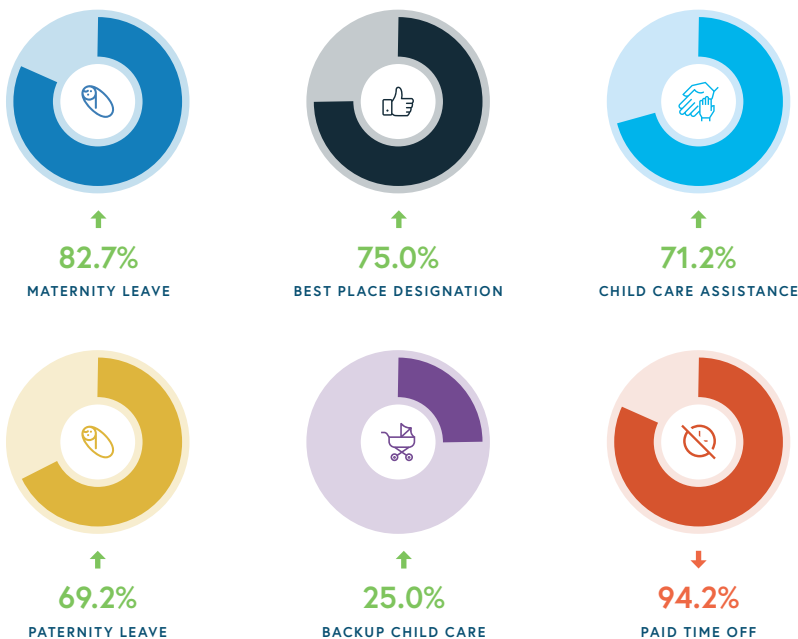




## Top BP4WP Industry #1: Business & Information

More often than the average across all industries, Business & Information organizations offer maternity leave (82.7% compared to 76.5%), best place designation (75.0% compared to 67.8%), child care assistance (71.2% compared to 58.2%), paternity leave (69.2% compared to 60.7%), and backup child care (25.0% compared to 17.3%). Fewer of these organizations offer paid time off than the average (94.2% compared to 99.1%)

### Policies in Business & Information in Relation to the National Average



#### BUSINESS & INFORMATION | BP4WP Network Innovation in Action

*"We have **two programs for our employees' children: Intrepid Babies, where newborn children of employees are eligible for a one-time \$1,000 donation to a 529 plan; and Intrepid Scholars, where children of employees are eligible for a one-time \$1,000 donation to a 529 plan for qualifying education expenses.** Family resources include FSAs, which include up to \$5,000 per calendar year toward dependent care, telemedicine insurance for employees and their families, will preparation services, nationwide pet insurance, discounted gym memberships, and corporate discounts on tickets, shopping, and more."*

**Intrepid | Huntsville, AL**



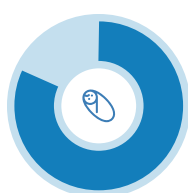




## Top BP4WP Industry #2: Construction/Utilities/Contracting

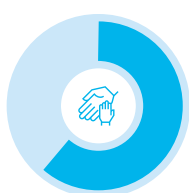
More often than the average across all industries, Construction, Utilities, and Contracting organizations offer maternity leave (82.8% compared to 76.5%), child care assistance (62.1% compared to 58.2%), and backup child care (29.3% compared to 17.3%). Fewer of these organizations offer onsite child care than the national average (5.0% compared to 10.4%).

### Policies in Construction/Utilities/Contracting in Relation to the National Average



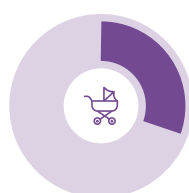
82.8%

MATERNITY LEAVE



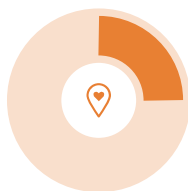
62.1%

CHILD CARE ASSISTANCE



29.3%

BACKUP CHILD CARE



5.0%

ONSITE CHILD CARE

“

CONSTRUCTION/UTILITIES/CONTRACTING | BP4WP Network Innovation in Action

*"[Hines offers] family-forming benefits including: parental leave, fertility coverage and support through Carrot; two-week caregiver leave and concierge caregiver assistance through Wellthy; and autism and childhood behavior support through Rethink Benefits."*

Hines | Houston, TX

Hines





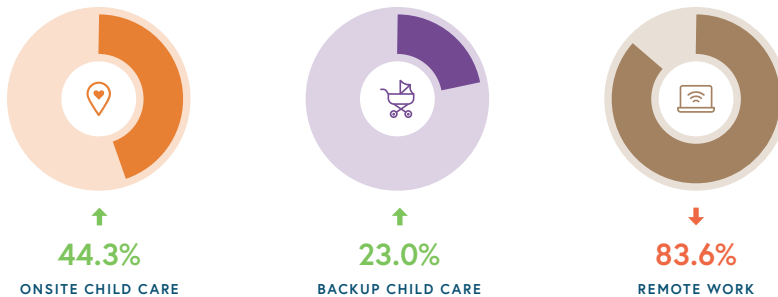




## Top BP4WP Industry #3: Education

Education organizations more frequently offer onsite child care (44.3% compared to 10.4%) and backup child care (23.0% compared to 17.3%) than the average across all industries. However, fewer of these organizations offer remote work (83.6% compared to 94.9%).

### Policies in Education in Relation to the National Average



#### EDUCATION | BP4WP Network Innovation in Action

"[UNTHSC offers]: a **1) Priority Care Clinic** focused exclusively on employees and their families where copays are waived; an **2) Employee Assistance Program (EAP)** that offers up to six free external counseling sessions per year, per concern, and a SafeRide program which reimburses emergency cab fare for eligible employees and dependents that opt to use a cab service instead of driving while impaired; **3) SmartDollar**, an online financial wellness program from Dave Ramsey with an average employee financial turnaround of \$16,200 after one year, **4) Rand Horsman Scholarship**, a \$1,000 scholarship awarded annually to numerous UNTHSC employees and dependents, **5) Presidential Educational Scholarship**, which covers the medical service and student fees for employees and dependents enrolled at UNTHSC, **6) PerkSpot, PerksConnect, and BenePlace**, which offers employees and their families local and national discounts on various merchandise, travel and events, and an **7) Onsite Early Learning Center**, a year-round, full-day early learning center for more than 80 children ages six weeks to 5 years old."

UNT Health Science Center | Fort Worth, TX





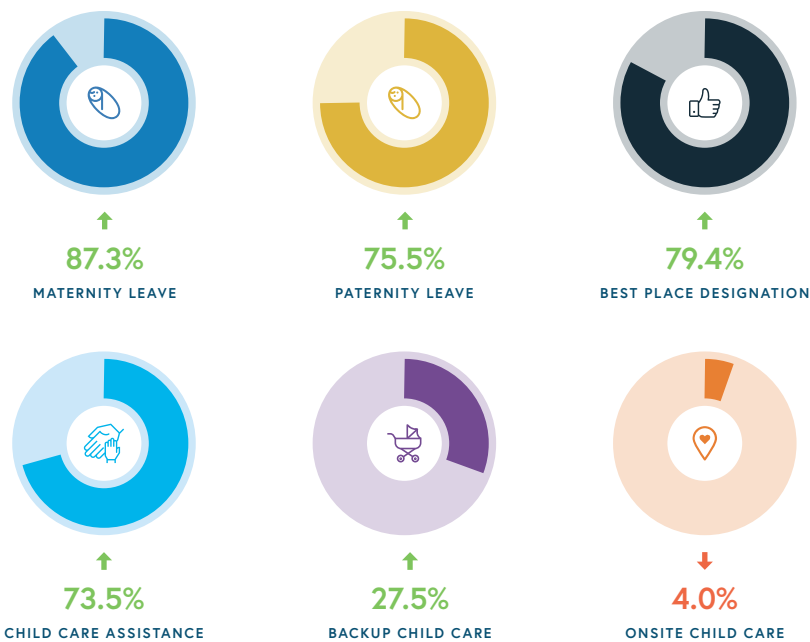




## Top BP4WP Industry #4: Finance & Insurance

More often than the average across all industries, Finance & Insurance organizations offer maternity leave (87.3% compared to 76.5%), paternity leave (75.5% compared to 60.7%), a "Best Place" designation (79.4% compared to 67.8%), child care assistance (73.5% compared to 58.2%), and backup child care (27.5% compared to 17.3%). Finance & Insurance companies are less likely than average to offer onsite child care (4.0% compared to 10.0%).

### Policies in Finance & Insurance in Relation to the National Average



#### FINANCE & INSURANCE | BP4WP Network Innovation in Action

"We are pleased to offer additional resources as our employees navigate pregnancy and parenthood including: **1) Unique Footprint:** A program where we provide a 6- week digital course that includes meal plans, birth and postpartum preparation, pre/postnatal yoga, and psychology/counselors, all free for all employees and spouses; **2) Milk Stork:** Breast milk shipping reimbursement for traveling moms; **3) Dependent Expense Reimbursement for Travel:** Allows dependents and caregivers to accompany employees on business related travel to support the balance of work and parenting (child must be 18 months or younger, and includes cost of airline, baggage fee for stroller, car seat, etc., as well as additional hotel rooms if needed for caregiver)."

Holmes Murphy | Dallas, TX





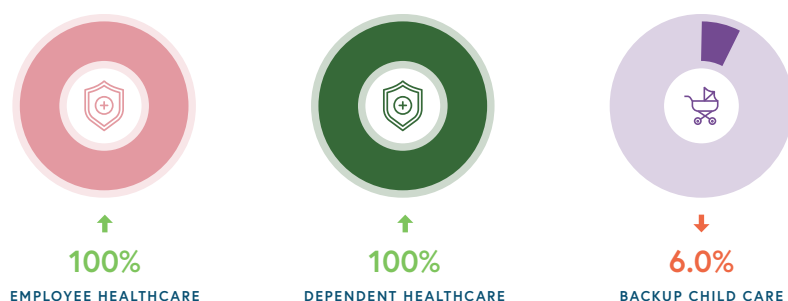




## Top BP4WP Industry #5: Government

More often than the average across all industries, Government organizations offer employee health care (100% compared to 95%) and dependent health care (100% compared to 90.0%). However, fewer of these organizations offer backup child care (6.0% compared to 17.3%).

### Policies in Government in Relation to the National Average



#### GOVERNMENT | BP4WP Network Innovation in Action

"[We] give family membership to the Recreation Center. **We pay 100% of health/dental premiums for both the employee and their whole family + 50% deductible.** We offer PTO in 1/4 hour so employees can leave early for appointments and events. Our Employee Assistance Program (EAP) provides services for both employees and dependents."

City of Manning | Iowa







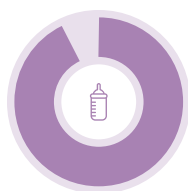




## Top BP4WP Industry #6: Healthcare

More often than the average across all industries, Healthcare organizations offer nursing benefits (96.4% compared to 89.6%), onsite child care (19.6% compared to 10.4%), and backup child care (26.8% compared to 17.3%). However, fewer of these organizations offer maternity leave (60.7% compared to 76.5%).

### Policies in Healthcare in Relation to the National Average



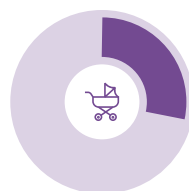
↑  
96.4%

NURSING BENEFITS



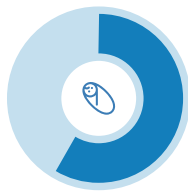
↑  
19.6%

ONSITE CHILD CARE



↑  
26.8%

BACKUP CHILD CARE



↓  
60.7%

MATERNITY LEAVE



HEALTHCARE | BP4WP Network Innovation in Action

*"To support our working parents, Children's Health offers **subsidized childcare, adoption assistance, telehealth, dependent care services, a nanny concierge service, life insurance guidance and academic support programs.**"*

Children's Health | Dallas, TX



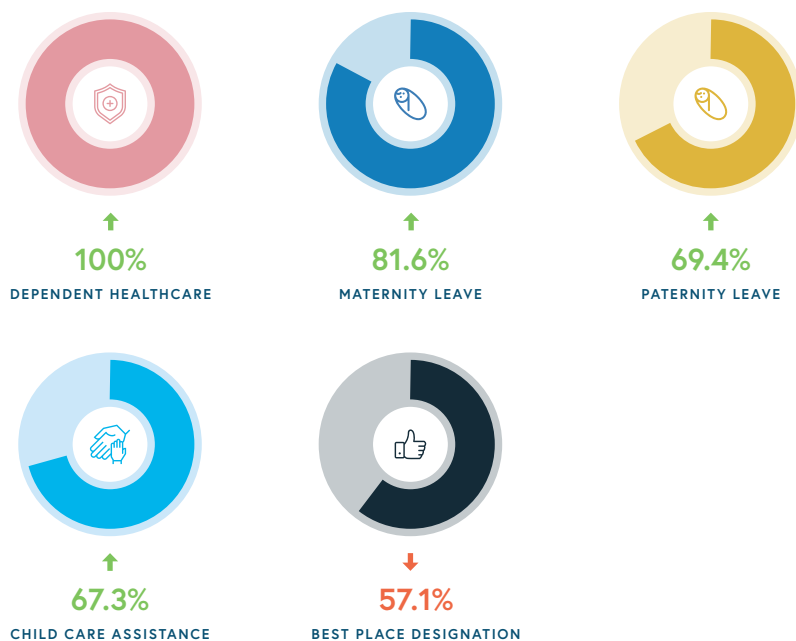




## Top BP4WP Industry #7: Manufacturing

More often than the average across all industries, Manufacturing organizations offer dependent healthcare (100% compared to 90.0%), maternity leave (81.6% compared to 76.5%), paternity leave (69.4% compared to 60.7%), and child care assistance (67.3% compared to 58.2%). However, fewer of these organizations offer a Best Place Designation (57.1% compared to 67.8%).

### Policies in Manufacturing in Relation to the National Average



MANUFACTURING | BP4WP Network Innovation in Action

*"Child care is offered at a reduced rate and we also help subsidize the employee portion. Employees can also utilize our child care as their backup care as needed."*

Lee Container | Iowa



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OSI Optrel  
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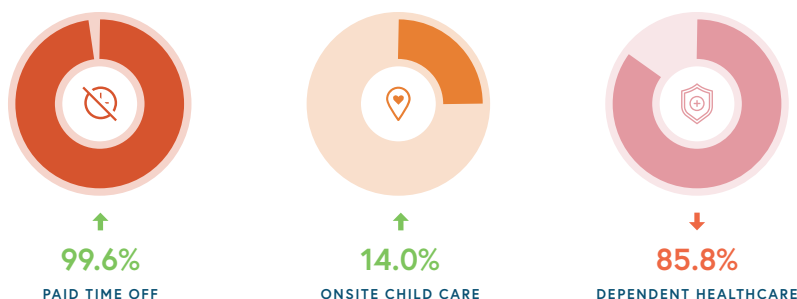




## Top BP4WP Industry #8: Nonprofit

More often than the average across all industries, Nonprofit organizations offer paid time off (99.6% compared to 98.7%) and onsite child care (14.0% compared to 10.4%). However, fewer of these organizations offer dependent healthcare (85.8% compared to 90.0%).

### Policies in Nonprofit in Relation to the National Average



#### NONPROFIT | BP4WP Network Innovation in Action

"Girls, Inc. of Tarrant County offers **child care benefits** such as: **1) able to work from home or bring infant to work for the first 6 months, 2) family-included agency events and outings, 3) employees' dependent school-age children can attend school-age afterschool care and summer camps without fees, and 4) offices closed during ISD break** (up to 2 weeks during Dec./Jan. and 1 week during summer) with no work-related commitments allowing team to spend time with family (employees do not need to use PTO)."

Girls, Inc. of Tarrant County | Fort Worth, TX





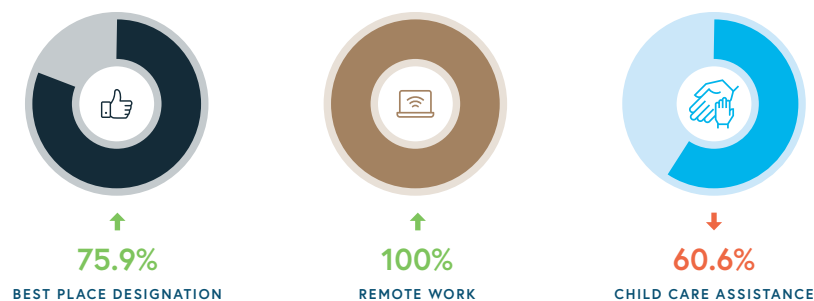




## Top BP4WP Industry #9: Professional Services

More often than the average across all industries, Professional Services organizations offer Best Place designation (75.9% compared to 67.8%) and remote work (100% compared to 94.9%). However, fewer of these organizations offer child care assistance (60.6% compared to 62.9%).

### Policies in Professional Services in Relation to the National Average



#### PROFESSIONAL SERVICES | BP4WP Network Innovation in Action

"We offer annual company picnics & other various events such as ball games for the whole family. Children are allowed to come to work with their parents for periods of time as needed. We offer community outreach programs where families can volunteer as a group on behalf of the company. **TriVector offers a PTO donation program for anyone who may have a child who requires them to be out and have exhausted their vacation or sick leave. This is a well-used perk among our parents. Lastly, we offer a special program for TriVector employees to receive discounts on museum memberships, events, hotels, and other great family activities. It's totally free for the employee just for working at TriVector!**"

TriVector Services | Hunstville, AL





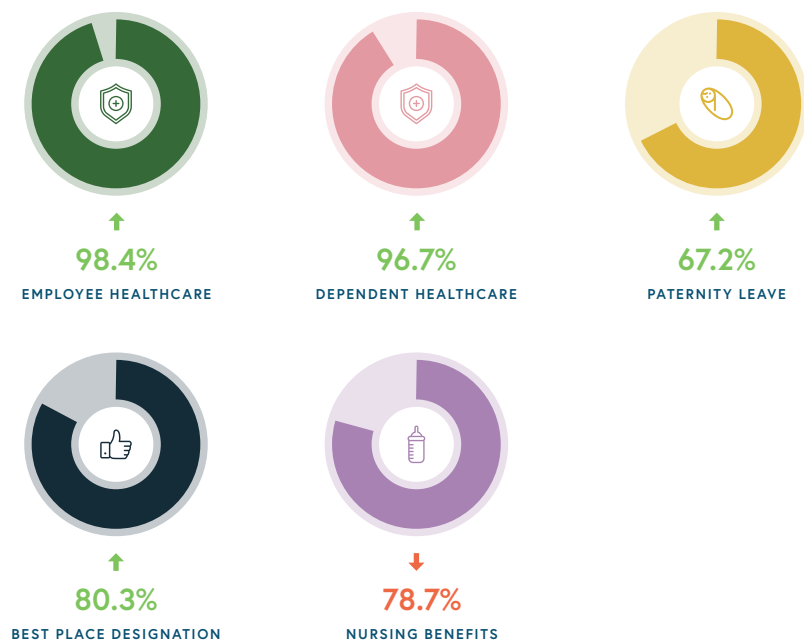




## Top BP4WP Industry #10: Technology

More often than the average across all industries, Technology organizations offer employee healthcare (98.4% compared to 94.2%), dependent healthcare (96.7% compared to 90.0%), paternity leave (67.2% compared to 60.7%), and best place designation (80.3% compared to 67.8%). However, fewer of these organizations offer nursing benefits (78.7% compared to 89.6%).

### Policies in Technology in Relation to the National Average



#### TECHNOLOGY | BP4WP Network Innovation in Action

"Bumble offers a variety of leave options and other family supports: **1) flexible schedules** are integrated in the company culture, allowing working parents to spend more quality time with their kids during lunch or run to a doctor's appointment during the day, **2) a dedicated Slack channel for Bumble parents** - it's a space for parents to chat childcare, summer camps, parenting hacks, sleep tricks etc. It serves as a place of support for all of the working parents who balance working and parenting, **3) birth, adoption or surrogacy of a child** - a minimum 6 months paid leave for caregivers, **4) transition to work after the birth, adoption or surrogacy of a child** - minimum flexible work for 4 weeks, **5) time off to care for a family member** - minimum 12 weeks per calendar year, **6) grievance/compassionate leave** (including leave for miscarriage, death in the family, etc.) - minimum 15 days paid leave."

Bumble | Austin, TX









A person wearing a light-colored coat and dark pants is holding a white surgical mask by its white elastic straps. The background is blurred, suggesting an outdoor setting. The entire image is overlaid with a semi-transparent blue filter.

# Family-Friendly Trends Through COVID

*section 6*

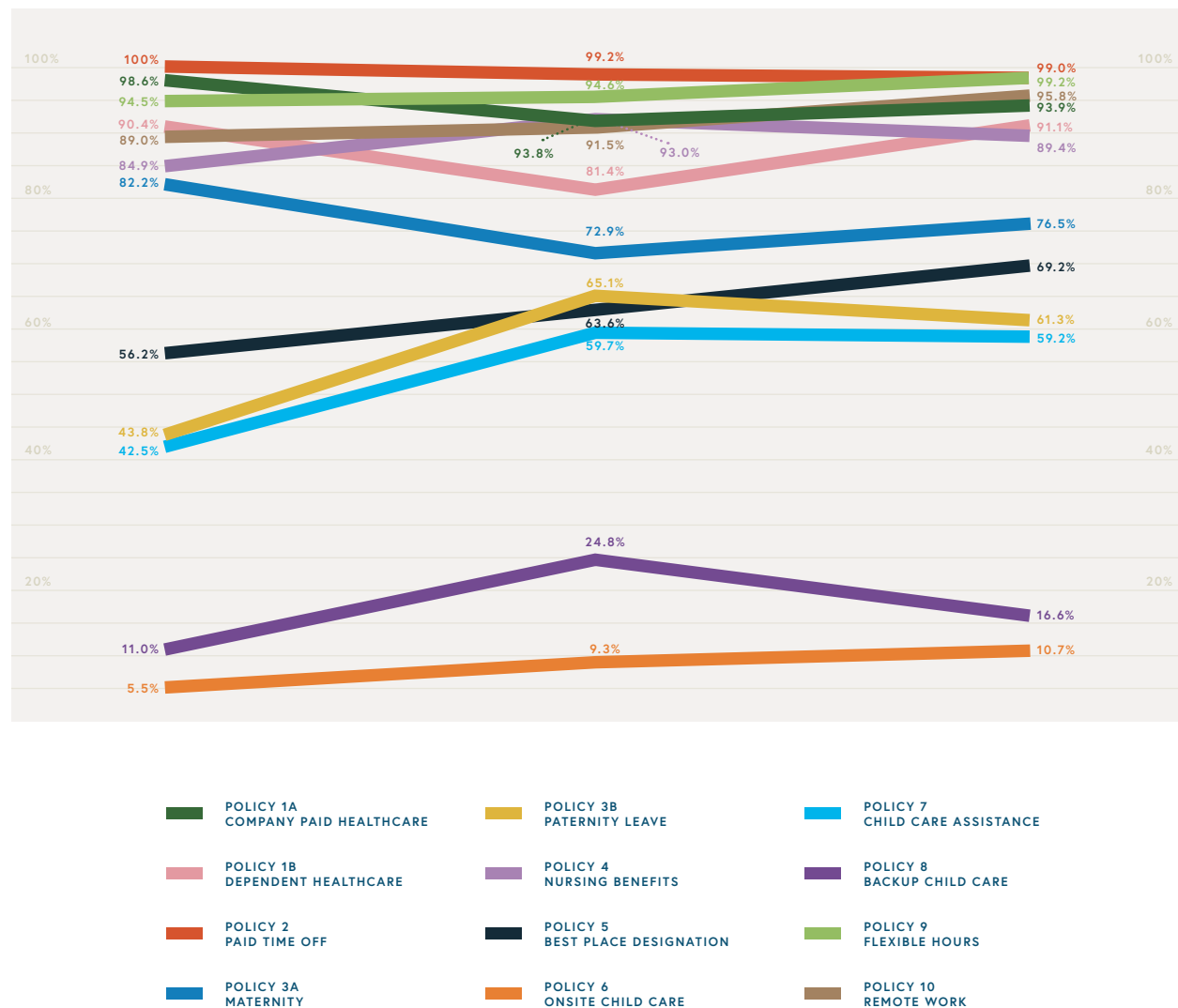


## Family-Friendly Trends Through COVID

### *How did policy implementation change during the course of COVID?*

CORE investigated the patterns of policy implementation over the course of COVID by categorizing applications from designated organizations into three time periods. The "Pre-COVID" time period includes applications received between December 11, 2019 and March 13, 2020, when shutdowns first began in the US. The "COVID" time period includes applications from March 14, 2020 through April 19, 2021, when US states opened COVID vaccine eligibility broadly to adults. The "Post-COVID" time period includes applications from April 20, 2021 through September 21, 2022. Overall, most policies are seeing an upward trendline since 2019, with Remote Work, Flexibility, and Healthcare policies solidly increasing since 2019. Onsite Child Care, Backup Child Care, and Child Care Assistance are all at increased levels since 2019, with Maternity Leave being the only policy implementation that has significantly decreased during that time period.

figure 7. Policy Implementation by COVID Time Period



A photograph of a woman with long, wavy hair, wearing a light-colored top, gently kissing a baby on the forehead. The baby is lying down, and the woman is leaning over it. The entire image is overlaid with a semi-transparent blue filter.

# Tipping Point Policies for Designation

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*section 7*

## Tipping Point Policies for Designation

### Which policies make the difference for designation?

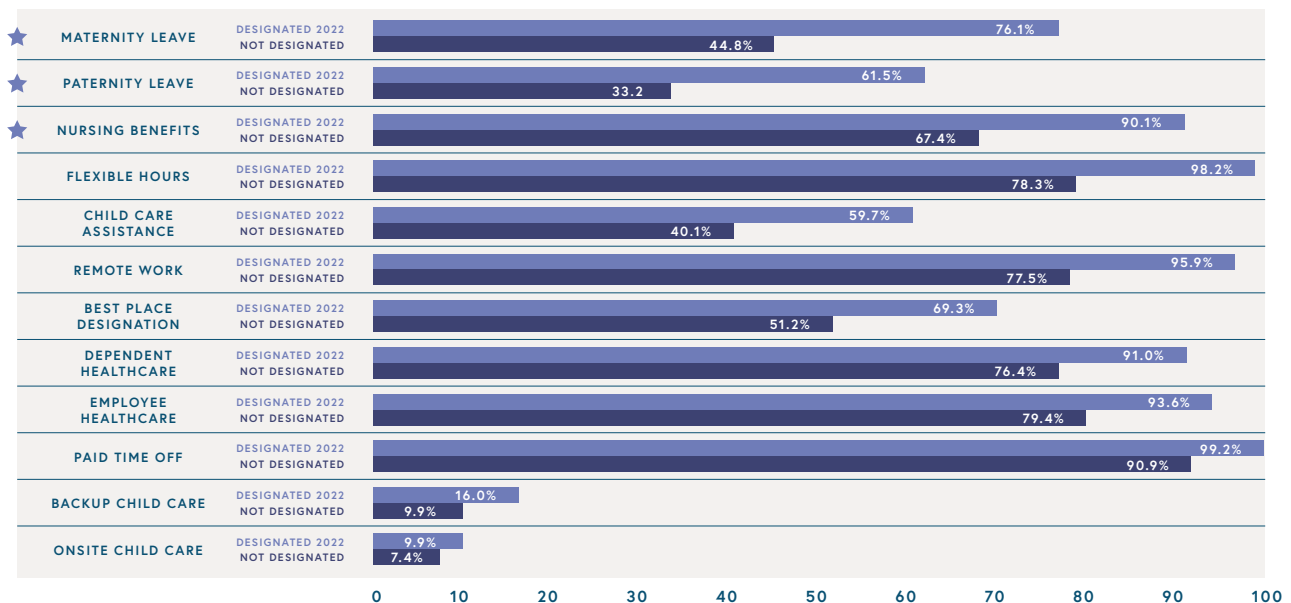
To earn designation as a Best Place for Working Parents, organizations must complete an online assessment to identify which of the Top 10 policies they have in place. The assessment is scored with BP4WP's proprietary algorithm that accounts for organization size; organizations must have at minimum 50% of the policies in place.

To investigate whether certain policies represent a "tipping point" toward designation, CORE compared the applications of organizations that did not result in designation to those that were designated in 2022. Policy trends from 2022 are very similar to the cumulative trends across all years. For simplicity, 2022 is used as the reference point in this analysis.<sup>16</sup>

## All Organizations

The policies with the largest gap (20 percentage points or more) between designated organizations and those not designated include maternity leave, paternity leave and nursing benefits. Among the organizations that submitted applications, these policies make the difference for designation.

figure 8. Top 10 Policies by Designation Status in All Size Organizations

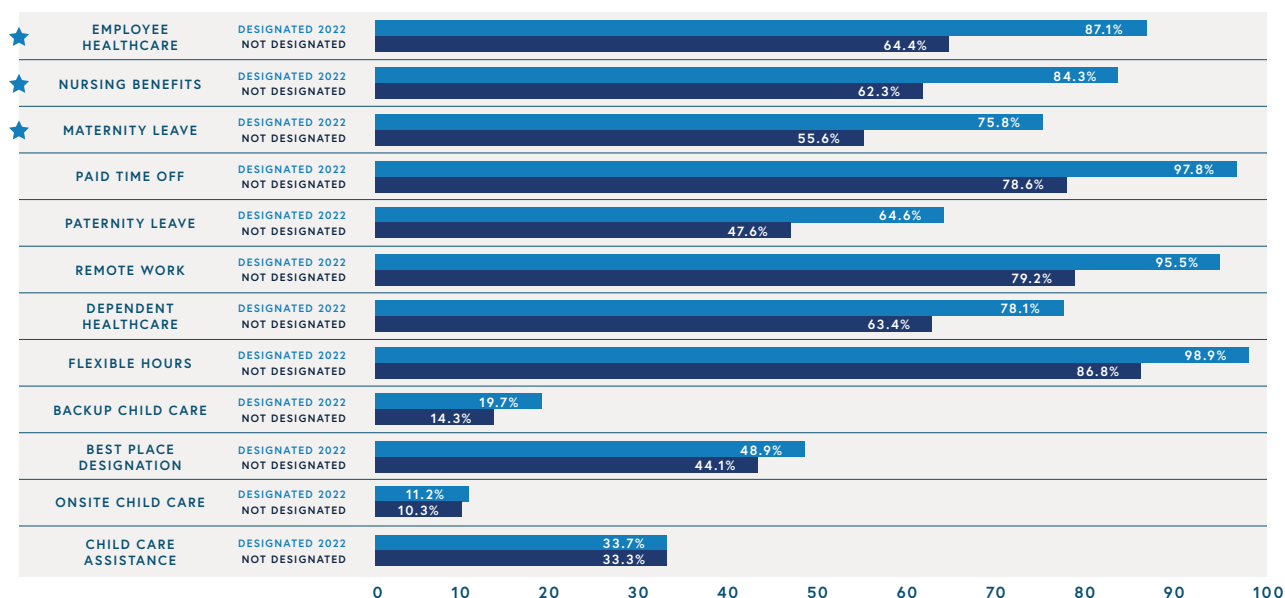


<sup>16</sup> Policy trends from 2022 are very similar to the cumulative trends across all years. For simplicity, 2022 is used as the reference point in this analysis.

## Micro Organizations (0-24)

For micro organizations, the policies with the largest gap (20 percentage points or more) between designated organizations and those not designated include employee healthcare, maternity leave, and nursing benefits.

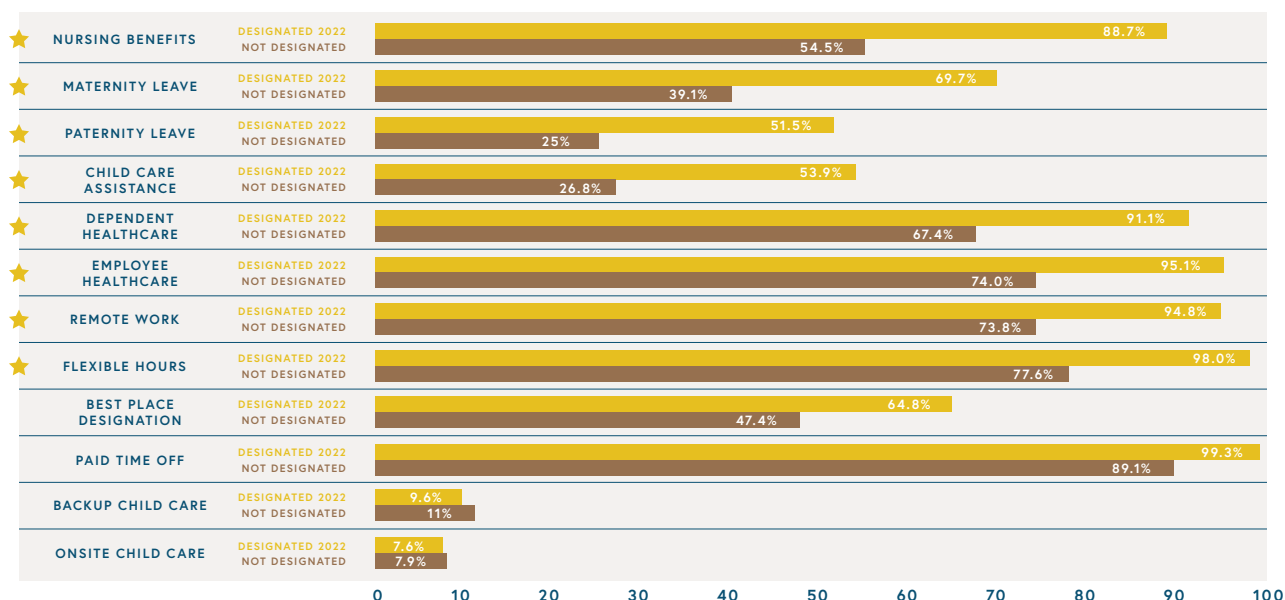
figure 9. Top 10 Policies by Designation Status in Micro Organizations



## Small Organizations (25-200)

For small organizations, the policies with the largest gap (20 percentage points or more) between designated organizations and those not designated include employee healthcare, dependent healthcare, maternity leave, paternity leave, nursing benefits, child care assistance, flexible hours, and working remotely.

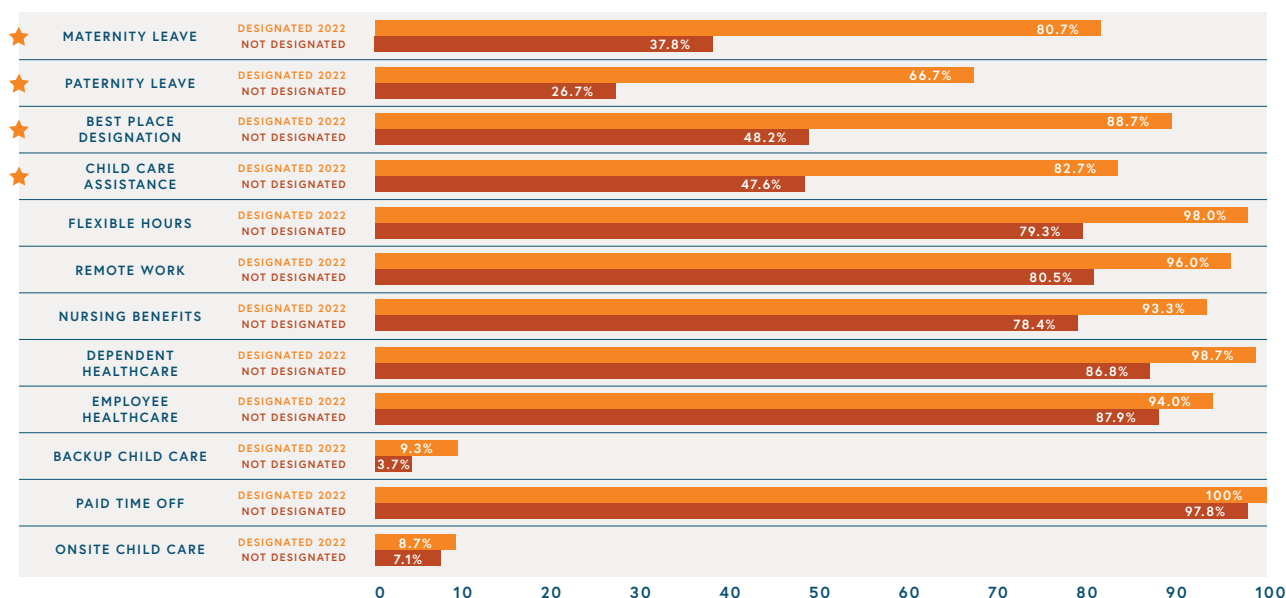
figure 10. Top 10 Policies by Designation Status in Small Organizations



## Medium Organizations (201-999)

For medium organizations, the policies with the largest gap (20 percentage points or more) between designated organizations and those not designated include maternity leave, paternity leave, Best Place designation, and child care assistance.

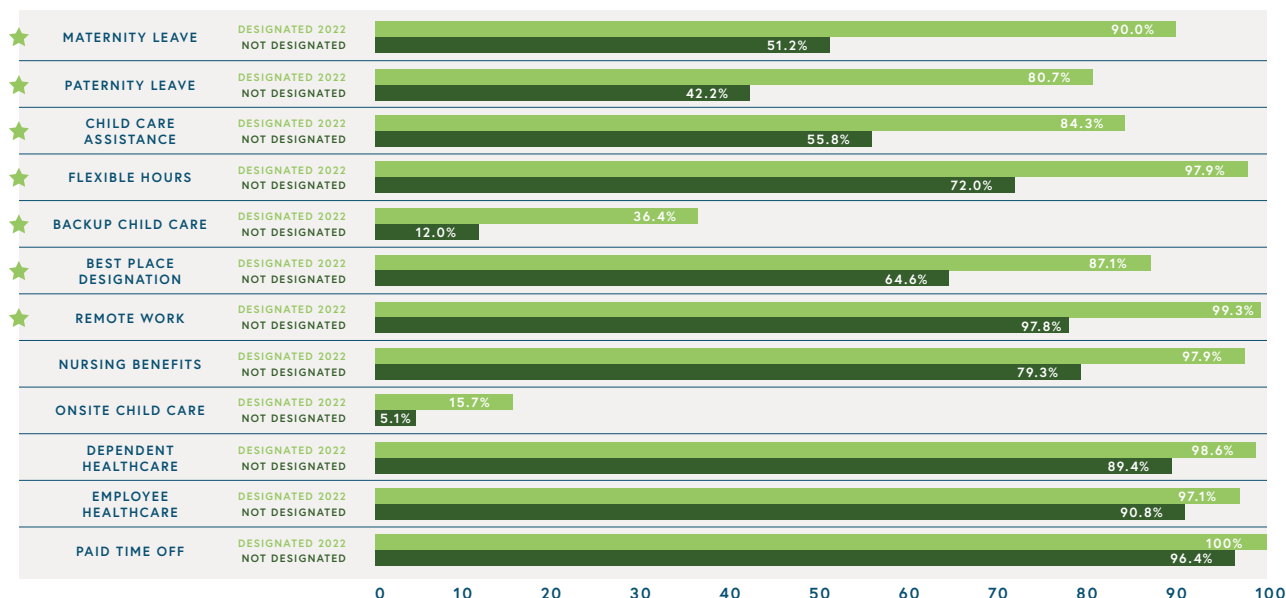
figure 11. Top 10 Policies by Designation Status in Medium Organizations



## Large Organizations (1000+)

For large organizations, the policies with the largest gap (20 percentage points or more) between designated organizations and those not designated include maternity leave, paternity leave, Best Place designation, child care assistance, backup child care, flexible hours, and working remotely.

figure 12. Top 10 Policies by Designation Status in Large Organizations







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