



# Employers' Quarterly

Summer 2003

YOUR CHILD CARE RESOURCE FOR WORK/FAMILY DEVELOPMENT

## FREE Workshops & New Website- Child Care Links Caters to Working Valley Parents

Does your company employ a large number of parents? Are you looking for a creative way to address their child care and work/family life issues? Child Care Links, the Valley's Resource & Referral agency, provides free "Lunch & Learn" Workshops to Valley employers. Our presenters will provide valuable information on important issues to parents at their work site. Lunch may be provided by the company, or employees can bring their own lunch. A variety of topics are available.

Too busy to call for referrals? Now you can visit Child Care Links' website and request information on available child care options. Just select the Parent Services, Child Care Referrals option and you are on your way! Lots of resources and publications on parenting issues are also available. Visit [www.childcarelinks.org](http://www.childcarelinks.org) today!

For more information contact Shauna Brown at (925) 249-3825



Providing Resources that Strengthen and Support Children and their Families

## Child Care Cuts Cost to Business

### Cost of turnover

Job turnover is a significant cost for businesses. A recent survey by the American Management Association states that the average cost to replace an employee is 30 percent of their annual salary. Although these costs vary by industry and occupation, they are significant, even for the type of entry-level jobs in which most former welfare recipients are likely to be employed. Industry studies find the cost of replacing a supermarket cashier to be \$3,637 and front-line hotel staff to be \$4,100.

Call centers estimate the direct costs of turnover to be 50 percent of an employee's annual salary. Job loss could mean that California businesses will bear the cost of cuts to child care to a tune of over \$150 million almost immediately...Child care arrangements with non-center providers break down an average of 8 to 10 times per year. It's estimated that absenteeism caused by poor quality child care costs American business more than \$3 billion a year.

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## Child Care Friendly Bills

Child Care centers spaces continue to be in short supply, despite the currently struggling economy. Infant/toddler spaces are still sparse. In response, local legislators have responded with 2 bills that will require cities to plan and implement strategies that will help to alleviate this shortage.

**AB51 (Simitian): General Plans:** Child Care Centers: Requires cities and counties to include planning for the distribution of child care centers upon the adoption or revision of the land use element of a general plan beginning January 1, 2005. Status: Senate Local Government- 6/18

**AB305 (Mullin): Child Care Facility Incentives:** Requires cities and counties to grant incentives to developers that provide child care facilities as part of a housing development. Amended to incorporate the granting of an additional density bonus, concession, or incentive to a developer of a housing development that includes a child care facility as part of the proposal unless there is a written finding that there are adequate child care facilities. Status: Senate Housing & Community Development- 6/16

Source : California Child Care Resource & Referral Network Legislative Update, 5-30-03

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### Benefits worth keeping

Subsidized child care for low-income, working families is a "win-win." Without it, both families and businesses will suffer financial hardship. These two constituencies- and the policy-makers that represent them in Sacramento- should rally together to oppose cuts in child care that will have a negative effect on families' and business' bottom line.

*Excerpted from the San Francisco Business Times Guest Opinion article, "Child-care cuts will give business plenty to cry about" by Theresa Feeley, executive director of San Francisco Works and co-written by Jim Wunderman, senior vice president at Providian Financial*

For more information on budget cuts and child care, visit [www.cdpcac.ca.gov](http://www.cdpcac.ca.gov)

### Tips For Parents

Here are some easy guidelines you can use to encourage your child's language development:

- Use simple sentences and pause between sentences.
- Speak slowly and clearly.
- Build on your child's topic or interest.
- Talk naturally to your child about what he is doing and what he sees.
- Take the time to listen to your child. Respond with praise so she knows you have been listening.
- Encourage, but don't push, your child to talk. Everyone develops at their own pace.

*Source: The Daily Parent, "Special Focus: Developing Language with your Child"*

## Best of the Best: Top Ten

All of the 100 Best Companies for Working Mothers are leaders in the work/life world. But these 10 companies, listed alphabetically below, muscled their way to the top of the list this year by excelling broadly in several family-friendly programs, including efforts to promote and support women.

**Abbott Laboratories:** Abbott Laboratories' impressive family-friendly programs make it a standout. Benefits include an expansive on-site child-care center and a variety of flexible-scheduling options.

**American Express:** Amex is a staunch work/life provider that delivers on its promises with extensive backup child care, generous paid leave for new parents and options for flexible scheduling.

**Bank of America:** The banking giant provides numerous on-site child-care facilities, generous paternity, maternity and adoption leave and a commitment to mentoring women.

**Booz Allen Hamilton:** Fighting overwork through innovative, widely used flexible work arrangements helps this professional services firm minister to its hard-charging workforce.

**Bristol-Myers Squibb:** This pharmaceutical company makes serious investments in child-care facilities and helps employees to design schedules that suit their work/life needs.

**Colgate-Palmolive:** This packaged-goods company heeds its employee surveys: This year, that translated into expanded child-care programs and additional parental leave.

**Computer Associates:** Recognized for its extensive on-site child care and diverse flex options, this technology firm makes sure its managers are well trained in work/life issues.

**Fannie Mae:** This mortgage lender is a standard-bearer for work/life programs, from comprehensive flexible scheduling to advancement opportunities for women.

**General Mills:** Recognizing its employees' needs, the food manufacturer has been bolstering child care, formalizing flex options and improving career counseling for women.

**IBM:** A longtime work/life leader, IBM stands out in front when it comes to flexible scheduling, women's advancement and child care-for Big Blue employees worldwide.

*Source: [workingmother.com](http://workingmother.com), "Best of the Best: Top Ten"*

## The Joy of Working

Could it be that America is finally ready to lift the guilt from the shoulders of the working mom? After all, the vast majority of mothers do work -- 72% of them in 2001, according to the Census Bureau. And though it may be politically incorrect to say so, many of these women actually like working. A survey by the nonprofit research group Catalyst reveals that 67% of women in dual-career marriages would continue working whether or not they needed the money.

*Excerpted from the [businessweek.com](http://businessweek.com) article "Women Work. The System Doesn't" by Catherine Arnst*

## ***Biotech Company's Benefits Make the Difference***

Milton Moskowitz, co-author of Fortune magazine's 100 Best Companies to Work For, said while many companies cut back on the benefits they offer employees during the recession, the relatively tight labor market for specialized talent within the biotechnology industry has led a number of companies to embrace employee-friendly cultures with a solid offering of benefits as a way to retain and attract talent. Companies such as Genentech Corp. and Amgen Inc. regularly appear on Fortune's annual list with such amenities as on-site child care and a rich range of services down to free airport shuttles.

"Biotechnology companies are pretty strong in this area," said Moskowitz. "Companies have told us that they help keep turnover down and that saves quite a bit of money on recruitment. That's a hard cash benefit."

### **'People feel valued'**

That's certainly been Genencor's experience. During the raging job market of the late 1990s, when Bay Area biotechs experienced 20-30 percent turnover, Genencor said its turnover stood below 10 percent.

"You put your investment where you believe you are going to get the most value. The more we invest in our people, the more value we believe we get out of that," said Karen Wolfram, senior human resources representative for Genencor. "People feel valued so they are more dedicated, more loyal, more committed."

### **Cultural attraction**

Linda Manuel, director of information technology, joined Genencor after working in the high-tech industry. She said she was attracted to the company by its culture, which was evident in the interview. She said unlike interviews she was accustomed to at tech companies, Genencor never put her on the defensive and she met with scientists rather than IT people.

A single mother of two, she also appreciated the flexible hours the company offered. She's looking forward to the new parenting classes the company is offering.

"I've heard it from my co-workers and the scientists that it would take a big jump in pay before they would take another job opportunity because of all these soft things that Genencor offers," she said. "That would include me."

*Excerpted from the SF Business Times article "A few biotechs still beat the drum for ben-nies", by Daniel S. Levine*

## ***Companies that Welcome Diversity***

Diversity Inc. Magazine announced its' "Top 50 Companies for Diversity" in their June/July issue. Companies that employ a large number of employees locally included Verizon and Washington Mutual. According to the Washington-based Human Rights Campaign, just over half of the Fortune 500 companies include sexual orientation in their nondiscrimination policies. Seventy-seven percent of the Fortune 100 do so, as do 82% of the Fortune 50.

According to GayWork.com, the "best" companies are really making a great effort to attract talented and diverse candidates. Those companies extend not only domestic partner benefits and name sexual orientation in nondiscrimination policies, but offer parental & family leave benefits for co-parents and adoption benefits for all employees. According to the article, "The Growing Gay Workforce", by Kathy Melymuka, "To attract and retain talent, you need to build a welcoming and inclusive environment...you need to go beyond a paper commitment".

## ***Real life at work for women of color***

If one thing marks the success of a diverse company, it may be an environment where diversity feels natural-and a diverse staff feels at home. In the best cases, women said that their culture or background was not only respected but celebrated.

So what explains the companies or careers where such good results do not play out? To some extent, as the numbers show, these are systemic problems. According to Catalyst, a non-profit group that studies women in business, women of color still comprise just 1.6 percent of officers in Fortune 500 companies. That's a tiny slice, even compared with the (still low) 15.7 percent figure for all women officers.

However, the struggle for identity and acceptance plays out, the effort can be stressful. Nearly one in three Working Mother Magazine survey respondents said that this kind of stress has caused them to lose focus. And it can create a vicious cycle: embattled women who get defensive or insistent may be viewed as difficult, which in turn can lead to fewer opportunities, stalled advancement-and more stress.

*Excerpted from the Working Mother Magazine article "A Delicate Balance", by Erin Teixeira*

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**According to Working Mother Magazine, the "Best Companies for Women of Color 2003" include:**

- American Express
- Fannie Mae
- IBM

## Child Care Links Services

Child Care Links is your resource for work/family issues. As a smart business owner/manager, you know that safe, quality child care is a concern for today's working parents. Making a decision about how your company will address this issue is important.

Child Care Links, a 501(3)(c) non-profit organization, works to educate business owners/managers about how to support their employees as they balance work and family responsibilities. Child Care Links offers the following services:

- **Consulting Services:** Employee Needs Assessment, Business Assessment, Cost-benefit Analysis, Dependent Care Assistance Programs
- **Enhanced Referrals** (individual support and guidance through the child care search process)
- **"Lunch 'N' Learn"** on site at your business on topics such as Choosing Child Care, Parenting, and Child Development

For more information, please contact Shauna Brown at (925) 249-3925.

### Employers' Quarterly

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**We're on the WEB!**  
[www.childcarelinks.org](http://www.childcarelinks.org)

## Livermore Family Friendly Employer Sought

Are you a "Family Friendly Employer"? Do you work for or know of a "Family Friendly Employer"? Each year, the City of Livermore and Child Care Links select a Livermore Employer to receive the Family Friendly Employer of the Year Award.

The following criteria are used to select the winner:

1. The employer recognizes the dual responsibilities that employees have to their families and their jobs, and offers strong support to help employees balance those responsibilities.
2. The employer demonstrates a strong commitment to employees by offering benefits and/or policies that support and strengthen working families.
3. The employer supports or sponsors community programs that benefit children and working families.

This year the winner will be recognized at the Livermore Chamber of Commerce Winery Summer Luncheon at Tenuta Vineyards on September 25. To be eligible, employers must have a location in Livermore. Employer size and/or financial commitment are not a consideration.

Nomination forms are available at the Livermore Chamber of Commerce and on the Child Care Links website. For more information and a nomination form, log onto [www.childcarelinks.org](http://www.childcarelinks.org)

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