



Let's Grow Kids
Business + Child Care Initiative

Overview: Let's Grow Kids works to ensure access to *high quality, affordable child care* for every Vermont Family. We believe that businesses play a crucial role and will lead the way to innovate and invest in the supports for their employees' child care needs. In doing so, they will improve the sustainability of their company through increased recruitment and retention, reduced absenteeism, and improved productivity and employee happiness and loyalty.

This initiative is designed to help businesses act to improve their policies and practices to support their employees' child care needs. It will deliver individualized services to help businesses assess and implement the best benefits and policies for their workforce and their operation. This effort will also set in motion a peer-to-peer incentive that will impact the greater business community and improve the entire economic landscape of Vermont. This initiative is led by Emily Blistein, Director of Business Strategy, in partnership with Jennifer Jacobs, a human resources professional and management consultant with Thrive LLC.

What you can expect to get from participating in our Business/Child Care Initiative:

- Practical guidance about assessing the child care needs of your employees
- Tailored options targeted to your business' abilities and your employees needs
- Resources to implement these benefits
- Direction to rollout and communicate these benefits to your staff
- Technical assistance for a smooth transition as your staff begin using the benefits
- Timely assessment and evaluation about the efficacy of the benefits you choose
- Public relations support that highlights your efforts and successes in your industry, region, and the state

What you can expect to give as a participant in our Business/Child Care Pilot:

- Full engagement in the process including a designated staff contact and express support from senior leadership
- Open, timely communication throughout the process
- Time for your employees to engage in assessment and implementation
- Participation in a final assessment (estimated 6 months post implementation)
- Willingness to help other businesses learn from your successes and challenges.
- Willingness to participate in public profiles of your initiative.
- Openness to offer peer-to-peer mentoring to other businesses

There will be no funds exchanged by either party for these services and, while each relationship will be tailored, we anticipate a minimum of one initial face-to-face meeting and ongoing email, phone, and in-person communication over the duration of the project for a duration of 4-6 months. A more detailed overview on the reverse page.

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Sample timeline and roadmap

Prepare

- Initial meeting with Emily Blistein and Jennifer Jacobs and a primary point person in HR or other Senior leader from your organization
- Assess your need and define your business's goal (i.e. reduce turnover, improve morale, increase productivity, reduce absenteeism.)
- Assemble a diverse team including senior management to front-line staff, a variety of family structures, etc.

Assess

- Survey employees needs
- Examine current company policies and benefits
- Identify "gaps" between employee needs and current practices/policies

Develop

- Consider options for new initiatives
- Anticipate the impact to company and to employees
- Decide which initiative(s) to introduce with alignment to goals and company mission
- Develop plan for implementation (i.e. timeline, pragmatics, internal PR)

Launch

- Develop materials, procedures, and accompanying forms
- Communicate and roll out initiative(s)
- Monitor and troubleshoot as needed

Evaluate

- Follow up to determine effectiveness of any initiatives
- Consider alterations and further initiative(s)

Share

- Offer successes and lessons learned in peer-to-peer and other public settings as time allows
- Allow LGK to profile your business