

FINDING BALANCE

THOUGHT LEADERSHIP



There is absolutely no doubt that businesses are continuing to struggle to win the war for talent. Even leaders who consider their companies fully staffed, have a constant eye on retention and meeting the needs of their employees, through strong benefits packages and offers of better work/life balance.

The last 2 plus years of upheaval have caused business leaders to evaluate the costs of their benefits while weighing the need to stay competitive in this tight market. Trying to determine what to keep and what to cut has taken on greater importance and urgency.

Research shows that 79% of polled employees and job candidates would take new or expanded benefits over a bump in salary; while 82% of women prefer stronger benefits to a pay raise. Today's job seekers are looking beyond traditional healthcare and 401k's. They are asking for flexibility in scheduling; mental health resources; transportation and childcare solutions; support for new parents; financial literacy; and continued education.

We recently sat down with subject matter experts offering or supporting innovative and meaningful benefits to their employees and customers. Join us over the next several weeks as we share their insight and best practices on keeping talent!

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Caring for Our Families

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*Investing in Professional
Development*

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Whole Person*

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Knowing What to Expect

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Caring for Our Families

Childcare for American workers has also been a barrier for decades, with many people unable to locate or afford services.

This gap in care results in women experiencing higher unemployment than men, traditionally...and the Covid pandemic has further stressed an already crumbling system.

A recent survey of Ohio parents found that 60% of non-working or part-time working moms in the state would go back to work if they had access to childcare, according to a study conducted on behalf of advocacy group Groundwork Ohio.

Columbus Mayor Andrew Ginther said the lack of affordable childcare is “one of the great threats to our economic growth as a region.”

Sprout Five, formerly the Southside Learning Center, works diligently to provide accessible, quality early childhood education, through five models of holistic learning:

- **Serve/Learn:** locating schools with like-minded nonprofits, reducing the barriers for families seeking essential services like job training, nutrition, wellness, and social services
- **Live/Learn:** locating schools in housing complexes, reducing transportation barriers
- **Learn/Learn:** locating schools on education campuses, providing childcare to students and staff in one centralized location

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Two out of three families don't have access to childcare. Period. We have lost between 20 and 40% of care facilities and when we talk about the workforce behind the workforce, centers struggle for talent, too, when the national wage is \$9/hour and \$10.63 in Ohio.

Colin Page McGinnis, CEO of Sprout Five



Caring for Our Families

Work/Learn:

- Locating schools on employer campuses. Offering childcare to employees in a centralized location
- Train/Learn: offering hands-on integrated training in the spirit of building a pipeline of future teachers by providing a pathway to a career in early childhood education

Talent professionals are working diligently to create solutions for their incumbent workers and new hires. What we do as business leaders to create better workplaces for working parents and their families will create long-term benefits for our youngest and most vulnerable community members.

Now is a great time to review and re-evaluate your company benefit offerings. Utilize employee surveys to ascertain what matters most to your workforce and what you can afford to augment or add to your existing offerings. Benchmark with your industry partners and organizations that can provide insight on what benefits are trending and what is emerging.

Remember to communicate your benefits package during the recruitment phase, as well, with all that you offer in a place of prominence on job postings. Less than 22% of employers do this. Only 25 percent of employers include any mention of employee benefits before day one of employment, such as in an offer letter.

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