

# Looking for a competitive edge to have a qualified workforce?

*Find out what it takes to be a family-friendly employer in the state of Washington!*

Many employers around the United States are facing workforce shortages. It is becoming more competitive and expensive to recruit, hire and retain employees.

**One factor is the child care crisis.** This means that working families are having a difficult time finding quality child care providers, paying for the cost of care, and dealing with back-up care if needed.

Washington businesses are helping their own employees or communities gain better access to child care while gaining a competitive edge for their employee base.



## WHAT EMPLOYERS CAN DO:

- Design and offer flexible work schedules or shifts and/or shared work positions
- Allow flexible use of leave benefits (PTO, vacation, sick time)
- Support and possibly extend FMLA for maternal or paternal leave
- Offer Flexible Spending Accounts (FSAs) for leveraging pre-tax dollars to pay for child care costs
- Set up for remote work (full or partial work schedules)
- Create a child-friendly office or hold dedicated days such as "bring your child to work day"
- Inform and educate employees of the benefits available to them
- Train managers and supervisors on ways they can support employees who need child care for their families, as well as how to be consistent with company values and benefit policies
- Provide an employer contribution towards the cost of child care as a benefit to the employee
- Support local child care centers with referrals and the donation of new equipment or supplies
- Donate funds or playground equipment to local parks
- Add a child care center of any size to site of business, or partner with area businesses to support a local child care facility (existing or new)
- Advocate for increased child care subsidies and improved public transportation to help employees and their families
- Connect with the Association of Washington Businesses (AWB) network
- Designate an on-site maternity room for privacy
- Share the number and website for state-wide information and referral, such as Child Care Aware of Washington, to connect employees to timely resources, benefits or local child care centers



## What does it take for a business to consider and implement any of these options?

The first step is to look at the human resource and financial considerations. Find out what your employees need. For more information, please contact [employerTA@commerce.wa.gov](mailto:employerTA@commerce.wa.gov)