



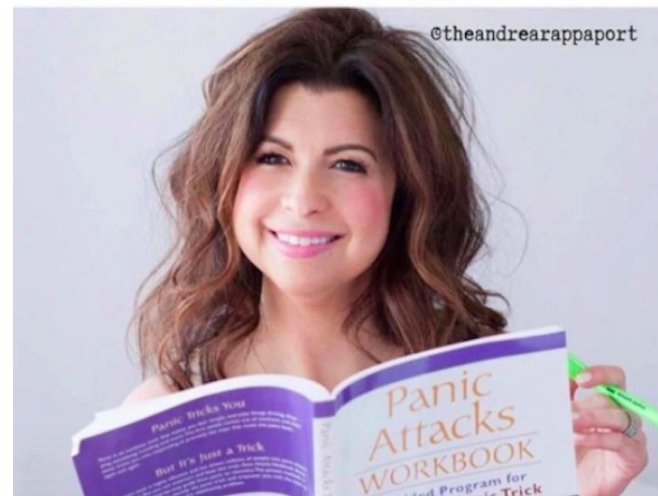
How HR Can Support Parents through Back-to-School in 2020

Webinar

Before We Start...

- We're recording! We'll send slides and recording after the session
- Let's learn from each other!
 - Be sure to participate in the polls
 - Feel free to share your questions and ideas in the chat

School district: Share your thoughts on sending your child to school in the fall
Me:



Why We're Here

Parents are facing tough choices that impact:

- Physical health and safety
- Mental health and wellbeing
- Productivity and availability on the job



STARTING SCHOOL
IN PERSON



STARTING
SCHOOL ONLINE



HOMESCHOOLING

Topics We'll Explore

- The challenges working parents and their employers are facing
- Why HR can (and should!) support parents
- Actionable steps the most forward-thinking HR teams are taking



Panel of HR Pros



Allie Collins

Director of Marketing
GoCo.io



Katie Chaney

Founder & SVP of Client Strategy
BetterGrowth



Corey Berkey, SHRM-SCP

VP of Human Resources
JazzHR



Laura Handrick, SHRM

Senior HR Professional
Choosing Therapy

Poll

How has COVID-19 impacted your workforce?

All employees are remote

Some are remote, some are in the office

All employees are in the office



The State of the Crisis

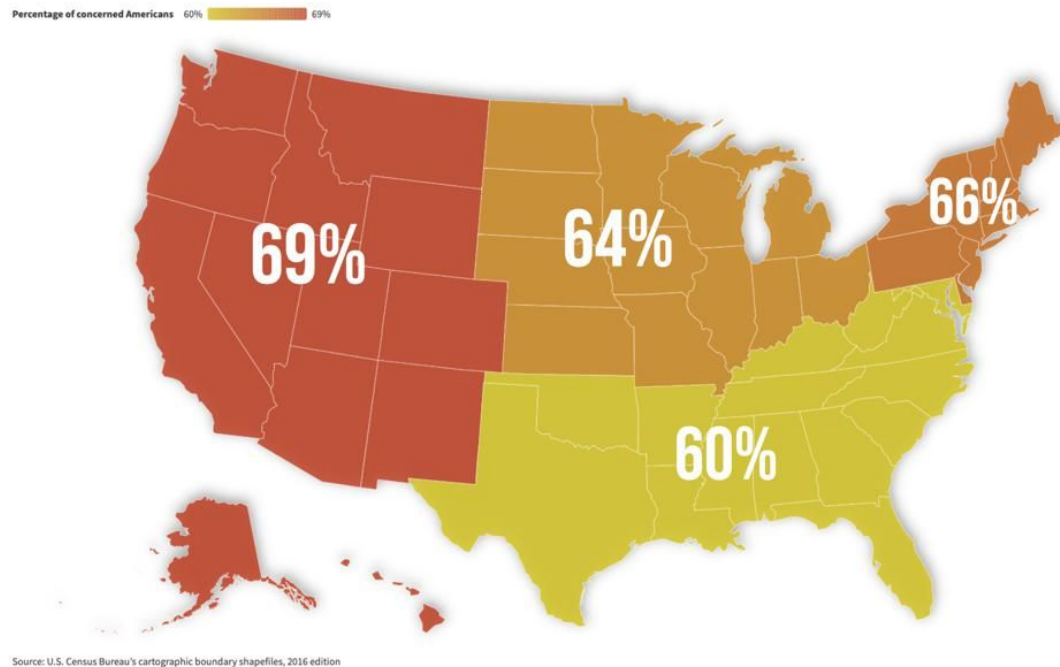
“Over 135,000 new pediatric cases of COVID-19 were reported between July 30th and August 27th

American Academy
of Pediatrics



[Source: AAP](#)

POLL: Majority are opposed to school reopenings



Source: [Forbes](#)

NY Times Poll

What Parents are Feeling

- **73%** are more stressed about back-to-school
- **76%** are concerned about mental health
- **80%** are concerned about COVID-19 exposure
- **80%** are concerned about academic progress
- **40%** are concerned about access to regular meals

Source: [New York Times](#)

NY Times Poll

Parents of Distance Learners

- 73% say parents will be primary educators
- 60% are currently employed
- 32% have considered reducing work hours
- 13% have considered quitting their jobs

Source: [New York Times](#)

Poll

What's your pulse on how parents are coping on your workforce?

All good! Our employees feel well supported

Not bad. It's a tough situation but we're managing

Not great. Employees are really struggling

Not sure. We don't have a read on it yet.



Panel Discussion

What are the biggest challenges that parents are facing at home and at work?

Poll

What challenges have your employees expressed?

Tell us in the chat!

**What should be HR's role in supporting
parents right now?**

Poll

Has your HR team created a plan for working parents?

Yes, we have a support system in place

Not yet, but we're working on it

No, we don't have a plan for this yet

Tell us more in the chat!

What are some of the ways that you (and other companies) are getting it right?

What are the potential drawbacks of those tactics?
Are there compliance concerns?

**What options do our employees have as far as
Families First Coronavirus Response Act
and other paid leave?**

How can we help managers and employees balance flexibility with productivity?

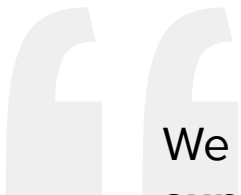
**How can we use this moment to positively impact
employee engagement + retention?**

**What are your predictions for the long-term impact
on work culture?**



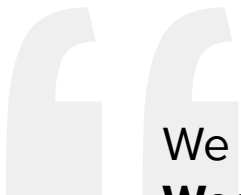
HR VOICES

More Ideas from the Community



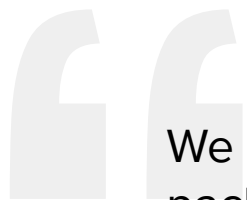
We encourage our employee parents to **establish a support organization** that supports every parent in the company. It's an informal organization wherein parents could meet, share and discuss their parental experiences and hardships.

Karl Armstrong
Founder
Epic Win Applications



We have various initiatives in place such as **Wellbeing Wednesday** where employees are actively encouraged to power off an hour early and spend time doing something for them each week.

Nabila Salem
President
Revolent Group

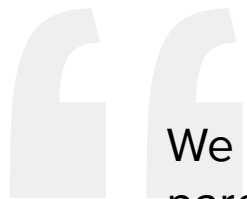


We provide a little help every month like grocery packages and other essentials that a family needs.

Jacob Martinez

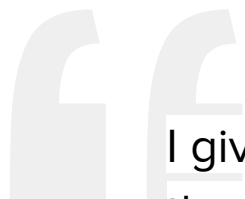
Founder
SwiftClean





We are offering a **stipend to help with childcare** for parents and with other expenses for non-parents.

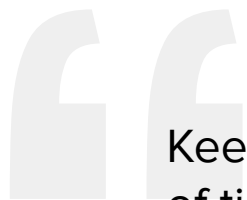
Sean Nguyen
Director
Internet Advisor



I give support for my working parents by providing them **a free internet connection** benefit and grant them flexible work arrangements.

Sonya Schwartz
Founder
Her Norm





Keeping a child busy for a long, uninterrupted period of time can be too much to ask for! Try to **keep meetings at 30 minutes or less** and go straight to the point.

Charlotte Adams
VP of People
Bonitasoft

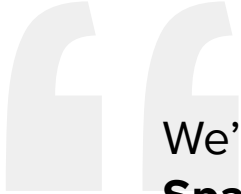




Record all your meetings and annotate the most important moments as they happen... the need to be present for synchronous (live) communication is a thing of the past that went away with the office.


Tech Tip: annotate with tl;dvR

Raphael Allstadt
Founder
tl;dvR



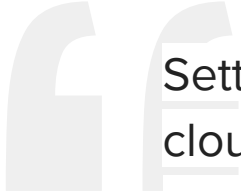
We're offering a new scheme called **'Save Our Spawn'** (SOS) where once a month, a parent can call the office once a month if they need that day off, as a mini emergency - paid.

Brett Downes
Founder
HARO Helpers



Stay on top of local school regulations. An employer who is keyed in to the current state of education during COVID-19 will be better able to make decisions that support employees and contribute to more seamless business operations.

Dr. Tyler Arvig, PsyD, LP
Associate Medical Director
R3 Continuum



Setting up a **project management system** based on cloud technology is a useful strategy. This gives parents the ability to spend time with their family during the pandemic, without having a negative effect on productivity and performance related to your business..

Joe Flanagan

Lead App Developer
GetSongbpm





Provide extra benefits for their kids. **Sending kids care packages** won't hurt much of the HR budget... it's a simple thing I can do for my team.

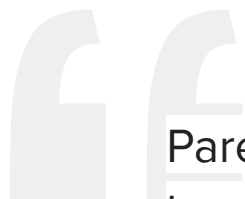
Willie Greer
Founder
The Product Analyst





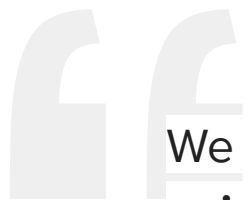
Something we were struggling with was our employees working very long days trying to accommodate for time spent during the day tending to kids - leading to potential burn out. We put a **COVID PTO code in place to bill that time to.**

Erin G.



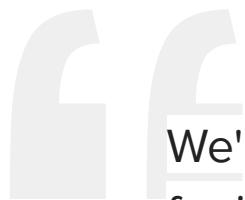
Parents are very stressed and can't commit to the job hours until school starts and they see what the school schedule is, which is ever changing. We are **constantly meeting with staff on a one-to-one basis** to see how we can assist the staff.

Madeline L.



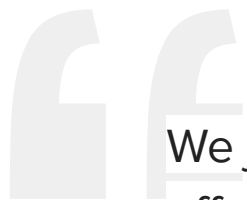
We have a **work group, support group and special paid time off for caretakers**, not just parents.

Michelle T.



We're starting a **support channel on Microsoft Teams** for "Back to school." When we do our **virtual happy hours**, I ask people for their "Rose, Thorn, Bud" - something good from the week, a challenge, and something they're looking forward to. But I encourage them to answer things that aren't work-related.

Chesney B.



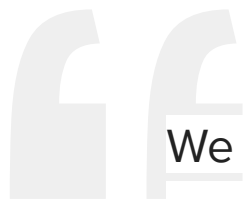
We just implemented an **enrichment stipend** to help offset tutoring or other enrichment for our employees' kids.

Erin G.



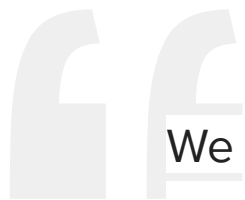
We have and have emphasized our **unlimited PTO** and and **encourage employees to be as flexible as possible** with one another to allow folks to handle their lives. Productivity has increased with these chances, not suffered.

Matt W.



We have a **resource site with a host of links** to help parents and staff without children.

Scott S.



We are looking at **offering Headspace to all employees**, they have a business offering, which I loved when I saw a demo. Entire families get to use Headspace on all of their devices with the work login.

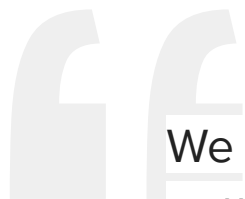
Jennifer L.



We have a **virtual happy hour** with the entire HR team and have played Name That Tune, Jeopardy, and other social mixing games. We've learned much more about each other as a result and **forged stronger bonds across the team.**

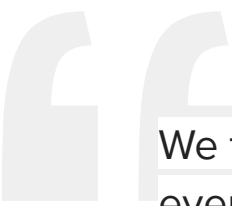
Michael O.





We are planning a **virtual Halloween event** and getting the children involved!

Scott S.



We formed a **working parents forum/group** that meets virtually over lunch every other week where ideas and best practices can be shared. We are also **loosening restrictions on the use and sell back of leave time** to help employees with funds to be used for childcare providers. We are also exploring **setting up a Section 139 Plan** which allows an employer, during a national emergency, to provide money to employees to help pay for childcare. The money provided is not considered as taxable income.

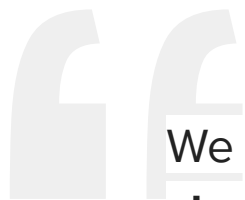
Sheldon D.





Our HR team does **wellness check ins** with every staff member every couple of months. We also recently did a **WFH survey** which also gathered feedback on staff thoughts for an eventual return to offices.

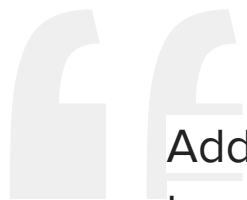
Jon C.



We are offering our employees the **option of changing their hours** to a later start time, night hours and possibly Saturdays to help accommodate their home responsibilities.

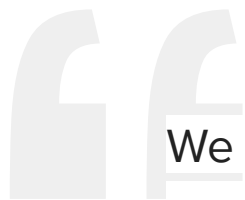
Madeline L.





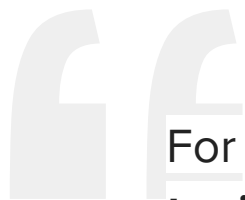
Add in **ice breakers or trivia questions** to your coffee hour, and then try rotating the person that facilitates the activity.

Rondel L.



We started a **checkers tournament**, using an app for people who were interested in doing something fun to destress, and promote friendly competition

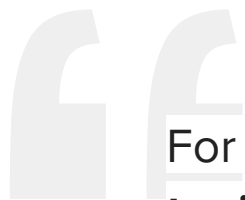
Talesa K.



For coffee hours or Slack groups, you can **tee up topics/conversation starters** for people to share more about themselves and not necessarily related to their work (ie., what was your first job)...

Susan N.





For coffee hours or Slack groups, you can **tee up topics/conversation starters** for people to share more about themselves and not necessarily related to their work (ie., what was your first job)...

Susan N.



Let's Do Coffee!

See a demo of GoCo, and the coffee is on us!

We'll show you how to automate manual HR tasks so you can focus on supporting employees.

Register for a session at goco.io/starbucks



Book and complete your consultation by September 15, 2020 and we'll send you a \$5 Starbucks gift card.





Audience Q&A