



THE BEST PLACE FOR WORKING PARENTS®

**The Best Place for Working Parents® Greater Austin initiative launches on January 23, 2024
Led locally by Early Matters Greater Austin (EMGA)**

What is The Best Place for Working Parents®

Best Place for Working Parents® is a growing national network of business leaders proving that family-friendly IS business-friendly. Originating in Fort Worth, Texas, Best Place for Working Parents® seeks to support businesses with research-backed strategies that benefit working parents AND businesses' bottom line.

- In 2023, 150 Greater Austin-area businesses earned The Best Place for Working Parents® designation.

Why take the Best Place for Working Parents® assessment?

- Gain a real-time snapshot of how your business fares in relation to other local companies of similar size and industry – across each of the top 10 research-backed policies proven to impact families and businesses' bottom line.
- An immediate opportunity for qualified businesses to promote their company's innovative family-friendly policies as a designated Best Place for Working Parents® to help attract and retain top talent.
- Access to research and resources to help strengthen family-friendly workplace culture.

What is on the assessment?

The assessment evaluates 10 research-backed policies that benefit working parents and businesses' bottom line. Visit this [website](#) for details about their impact. They are:

Company-paid health care coverage

Paid time off

Parental leave

Nursing benefits

"Best Place" designation

Onsite child care

Child care assistance

Backup child care

Flexible hours

Working remotely

What makes this assessment unique?

The assessment highlights only the family-friendly policies that have research-proven benefits to businesses' bottom line. Each question in the self-assessment ties to policies that positively impact employee attraction, retention, satisfaction, and productivity.

Who can take the assessment?

Any local business or nonprofit - of any size - is welcome to participate. The self-assessment only takes three minutes to complete and is free, confidential, and online.

How do we get started?

Visit www.earlymattersgreateraustin.org/best-place-for-working-parents to learn more and take the self-assessment.

How does a business qualify as a National Best Place for Working Parents®?

Businesses earn a Best Place for Working Parents® designation based on meeting the self-assessment threshold relative to their specific business size (Micro, Small, Medium, or Large) that has been developed through the proprietary Best Place for Working Parents® research and technology.

What if my business meets the Best Place for Working Parents® threshold?

If they so choose Greater Austin businesses that earn The Best Place for Working Parents® designation will be recognized in the following ways:

- A unique digital branding, including a Best Place for Working Parents® 2024 badge
- Part of a full-page print ad in the *Austin Business Journal* on April 12, 2024
- Part of a press release sent to local media outlets
- Listed on the Early Matters Greater Austin website
- Promotion on the Early Matters Greater Austin LinkedIn channel
- Recognition in a bimonthly email that goes out to all participating businesses

All businesses who take the self-assessment will:

Have access to a real-time dashboard that compares their business to other local businesses of similar size and industry, across all 10 family-friendly policies. All businesses will have access to EMGA's free toolkit with resources on family-friendly practices and policies.

What if my business doesn't meet the policy threshold?

Depending on your sector, industry, and size, some of these policies are easier to implement than others. While part of the initiative is celebrating businesses that are leading the way, this is not an initiative only about recognition. We understand there are different barriers to achieving a completely family-friendly workplace. Our goal is to help those who take the assessment with our resources and also use data derived through this process to better tailor resources to participants.

Capturing local data will help us better understand the landscape in Austin specifically. Early Matters Greater Austin recognizes that everyone can play a role in supporting families and that we need public sector policies and private business efforts to improve outcomes. This data will help spur innovation and help inform potential collaborations and opportunities to make these supports more feasible for all businesses.

This assessment is endorsed by:
The Office of Travis County Judge Brown
Mayor Kirk Watson
Greater Austin Chamber of Commerce

Austin Asian Chamber
Austin Black Chamber
Austin Hispanic Chamber
Austin LGBT Chamber
Austin Young Chamber

Still have questions? Contact Brooke Freeland at Brooke.Freeland@uwatx.org.