

Employer Outreach Strategy

This memo details the employer aspect of the broader outreach campaign. Employer outreach should not only educate parents, but also evoke employer interest in child care finance advocacy and involvement with the Early Education Partnership.

The following “Employer Outreach Strategy” reflects conversations with Tompkins County Workforce Development and the Society of Human Resource Managers (SHRM). This should be a collaborative effort with the Day Care Council, the Chamber of Commerce and area employers.

- *Initial Outreach*
 - In the Partnership’s first large-scale outreach employers will be mailed packets that include information about all programs that are available to their employees. The mailing will emphasize the valuable ways that employers can help their employees afford high quality child care.
 - Employers can copy the fact sheets provided and give them to their employees.
 - Employers will be directed to the Day Care and Child Development Council website for updated information about what they can be doing for child care. Collaborators of the EEP will post links to the DCC web site so employers will have easy access to the information.
- *Phased Outreach*
 - *Fall Focus: Flexible Spending Accounts*
 - *Employer Outreach:* Mail reminder information about implementing well-designed Flexible Spending Accounts to employers. Conduct a workshop where selected employers who have FSAs can educate other employers about their benefits and implementation.
 - *Cornell Outreach:* Mail information about the Cornell child care grant program to employees to encourage them to participate. Also send information about the Cornell program to other employers suggesting that they may be able to design similar programs for their employees.
 - *Winter Focus: Employee Tax Credits*
 - *Employer Outreach:* Mail reminder information about Federal and New York State Child and Dependent Care Tax Credits.
 - *Spring Focus: Department of Social Services Child Care Subsidies*
 - *Selected Employer Outreach:* Subsidies will be advertised by selected employers to parents who qualify for subsidies. Employers will be given information sheets to give directly to their employees. The advertising will be targeted to a few employers to prevent getting a waiting list so long that employees are discouraged.

A combined mailing campaign, with web site links and possible workshops for employers will help raise the visibility of an employer role. We suggest that all collaborators of the Early Education Partnership have specific links on their websites to the DCC website. The DCC will update the information frequently so that appropriate child care benefits will be highlighted at the correct time of year. Having others link to the DCC site as the primary source is the best way to ensure the information remains current. Enlisting all collaborators in this project will ensure that websites frequented by employers will have links to the information needed. Marketing web sites enables all the information for employers and employees to be in pdf files that can be downloaded and printed for easy access and distribution. This will be less expensive to the EEP and frequent mailings will be unnecessary.