



Keeping the Economy and Education Moving Forward During the Pandemic

The Role of Business

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Keeping the Economy and Education Going During the Pandemic

COVID-19 has impacted everything in our lives including educating our future generations of workers.

In our new reality, we must continue to find ways to educate in a safe, productive and healthy environment for students, teachers and staff. This may require students to be home during learning. For working parents and businesses, this is a challenge and one that needs to be addressed through creative thinking and bringing together education systems, communities and businesses to develop solutions.

Businesses do have a role in helping their workforce figure out how to keep working while having students at home. This impacts all types of workers and not just those who are able to work from home. It is also imperative for businesses to understand the importance of the role they have in making sure younger generations do not fall behind in education as they will be the future workforce.

In the Headlines

"Coronavirus is Killing the Working Mother"

-Rolling Stone, July 2020

"Pandemic Could Scar a Generation of Working Mothers"

-New York Times, June 2020

"In the Covid-19 Economy, You Can Have a Kid or a Job..."

-New York Times, July 2020

"For parents who can afford it, a solution for fall: Bring the teachers to them"

-Washington Post, July 2020

"Amid Surge in Covid-19, Companies and Parents Brace for More Child-Care Conflicts"

-WSJ, July 2020

"Fewer than 1 in 5 employers offer child-care help, but experts say coronavirus may make it an imperative"

-CNBC, May 2020

Aon has created this document, including a list of potential tactics, to support employer discussions on how to address this issue and keep business continuity in place.



Businesses, education systems and communities must all work together to create a model for working parents to keep the local economy going and educating our future generations.

The Role of Business



Economic and Education Continuity

Businesses must play a critical role in helping their workforce determine how to successfully keep working while students are learning at home. This challenge will require creative problem solving for both working parents and businesses, as well as an understanding of the importance of both business recovery and education continuity for our future workforce.



Facts and Stats

60% of working parents have or had no childcare support during the pandemic¹.

57% of parents say it is too much to handle both working and childcare, including distance learning².

43% are likely to consider taking a leave of absence due to COVID-19-related family matters³.



Working Parent Support

Enables business continuity for all roles supporting business recovery and growth

Supports workplace productivity and engagement

Supports diversity and inclusion efforts to maintain diversity and reduce inequity gaps



Employers' Role

Employers should be a facilitator by providing appropriate support and resources

Employers should **not** become educators or help employees become educators

Employers should activate and leverage their work cultures and community resources

Employers should ensure fairness in approaches by considering diverse needs and impact on various employee groups

1. Boston Consulting Group. COVID-19 Caregivers Survey. March 20-April 3, 2020. <https://www.bcg.com/publications/2020/helping-working-parents-ease-the-burden-of-covid-19>
2. TD Ameritrade. Covid-19 & Finances Survey. May 2020. Available: https://s2.q4cdn.com/437609071/files/doc_news/research/2020/covid-19-and-finances-survey.pdf
3. Wellthy. How New Data is Signaling Changing Needs for Caregiving Employees. July 2020.

Community Connection



Match Employee Needs with Community Resources

Explore ways to leverage community resources and build relationships with organizations in different sectors of the economy and support remote learning and other resources to help support children while at home.

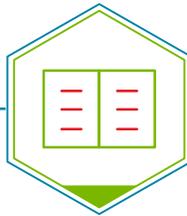


Repurpose Work and Community Spaces

Leverage space (conference centers, large meeting rooms, cafeterias, churches, arenas) within the community to provide a safe space for school-aged kids to conduct their distance learning or for an after-school care option

It is important to follow the most current CDC guideline of implementing strategies to encourage behaviors and create safe spaces that reduce the spread of COVID-19.

<https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/schools.html>



Local Resource Guide

Create resource guide with safe activities for kids, parent resources, meal delivery and public health resources



Tutoring Program through Partnership with Local University

Establish relationship with education department at a local college (with students seeking internships or service hours) to partner with employees who have school-aged kids needing educational support to facilitate on-line teaching and tutoring options



\$ Cost Level (low, medium, high)
 ○ Effort Level (low, medium, high)

Establish Supportive Culture



Rethink Traditional Work Schedule and Relationships

Partner with stakeholders in talent, operations, and benefits to define the “new better” workforce culture. Take the time to determine needs and interests, where flexibility and creative solutions are required, and deliver necessary trainings to ensure awareness and adoption to support employees’ changing commitments outside of work.



Workforce Assessment

Leadership perspective –
Understand leadership view on workforce culture and opportunities for change

Employee needs and interest -
Create an employee need and interest assessment to better understand what employees need to be effective and productive at work while also supporting their families

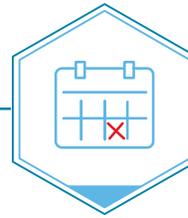
Organizational culture – Document viewpoints on current culture



Workforce Training

Manager training - Create a toolkit and conversation guide for managers to support working parents and caregivers

Employee training – Create a training or conversation guide that addresses how to facilitate a culture of empathy and support within the employee population



Redefine Work Schedule

Job Sharing - Rethink structure of work to create opportunity for employees to job share

Retiree rehire program - consider rehiring retirees to support and mentor younger employees through remote platforms



\$ Cost Level (low, medium, high)
○ Effort Level (low, medium, high)

Financial Support that Makes Sense



Flexible Financial Support

Explore opportunities internally and externally to leverage existing programs that can provide financial support to employees. Identify ways to alleviate the financial burden employees face through enabling alternatives for reward attainment.



Tech Subsidy

Provide subsidy or reimbursement program to ensure all employees have access to internet with adequate bandwidth to accommodate the activities of both parents and children within their homes



Flexible Wellbeing Rewards

Allow wellbeing activity rewards to be used for supporting childcare services or flexibility at work (Back up care, tutoring, mentoring)

Establish PTO donation opportunity where employees can transfer their time off to another employee



Expanded Time Away from Work

Revisit time away for paid and unpaid leave programs to give employees the flexibility they need.



\$ Cost Level (low, medium, high)
○ Effort Level (low, medium, high)

Engage Families



Support Families through Creative Connection

The support that employees are seeking likely exists within the broader network of the organization. Create an internal structure to support network identification and accessibility that eases and encourages employees' support of one another.



Care PODs

Connect families with similar aged children who live in the same community to provide support for one another – could include virtual nanny or tutor share



Social Networks

Create employee resource group specific to working parents and caregivers dealing with the challenges of COVID-19 that also enables colleagues to ask other colleagues for help/support (meals and other types of support)



Virtual Child Engagement Resource List

Create list of local and/or national resources to virtually engage kids during the workday (virtual camp activities, virtual babysitter)



\$ Cost Level (low, medium, high)
 ○ Effort Level (low, medium, high)

National Resources – Free Support

The National Resources listed below offer the latest information, education and considerations around COVID-19.

Source	Resource
CDC	<ul style="list-style-type: none">• Considerations for Schools• Schools and Childcare Programs• Schools Reopening Decision Tool• Supplemental Guidance for Child Care Programs that Remain Open• Preparing K-12 School Administrators for a Safe Return to School in Fall 2020• Back to School Planning: Checklists to Guide Parents, Guardians, and Caregivers
Faq.coronavirus.gov	<ul style="list-style-type: none">• Parents and Children FAQ
Food Resource and Action Center	<ul style="list-style-type: none">• Ensuring Access to Child Nutrition Programs in the Event of School Closures
National Association of School Psychologists	<ul style="list-style-type: none">• COVID-19: Return to School
National School Boards Association	<ul style="list-style-type: none">• Responding to the Coronavirus
U.S. Department of Education	<ul style="list-style-type: none">• COVID-19 Information and Resources for Schools and School Personnel• Addressing the Risk of COVID-19 In Preschool, Elementary and Secondary Schools While Serving Children with Disabilities• Resources for Learning at Home
U.S. Department of Justice	<ul style="list-style-type: none">• Keeping Children Safe Online
World Health Organization	<ul style="list-style-type: none">• Key Messages and Actions for COVID-19 Prevention and Action in Schools

Vendor Landscape – Market Resources

There are few vendors* that have experience supporting parents in the ways needed given the COVID-19 environment. However the vendors listed below, which have traditionally focused on **back-up care**, are creating new programs and services based on the evolving needs of parents.

	Bright Horizons	Care.com	UrbanSitter	Helpr
New Solutions to Support Covid-19 situation	<ul style="list-style-type: none"> Virtual sitting via SitterCity Virtual small group in-home learning 	<ul style="list-style-type: none"> Virtual tutoring 1:1 child and adult advisors 	<ul style="list-style-type: none"> Partnership with Cleo (see next page for details) 	<ul style="list-style-type: none"> Family co-op matching Virtual tutoring Parent resource groups
Considerations	<ul style="list-style-type: none"> Must purchase back-up care to get concierge service 	<ul style="list-style-type: none"> Membership available in 20 countries 	<ul style="list-style-type: none"> Leverage personal social networks for caregiving matching service 	<ul style="list-style-type: none"> Event support Limited nationwide network
Part and Full Time Nanny Services	✓	✓	✓	✓
Concierge support to find camps, nanny, etc.	✓	✓	Via Cleo Care	✓+
Resources for children (educational materials, activities, games)	✓	✓	Via Cleo Care product	✓
Tutoring / test prep	✓	Limited agency partnerships		✓
Tools for parents (education tips, planning resources)	✓	✓		✓
Platform and app for finding, managing, and booking care	✓	✓	✓	✓
In-home back-up childcare	✓	✓	✓	✓
In-center childcare	✓	✓		
Personal reimbursement network	✓	✓	✓	✓+
Eldercare support	✓	✓		

*Vendor list is not exhaustive and not endorsed by Aon.

Vendor Landscape – Market Resources

There are a number of caregiving vendors* that have expanded their services in response to COVID-19 to support parent childcare needs. The vendors listed below, which have traditionally focused on **fertility and/or eldercare**, are creating new programs and services based on the evolving needs of parents.

	Maven	Cariloop	Cleo Care	Wellthy
New Solutions to Support Covid-19 Situation	<ul style="list-style-type: none"> Concierge parenting support for childcare needs 24/7 pediatric care via telemedicine Bright Parenting Partnership Support groups Behavioral coaching for parents 	<ul style="list-style-type: none"> Concierge for vetting childcare (daycare and back-up care) Parent coaching 	<ul style="list-style-type: none"> Family co-op matching Concierge for childcare support through UrbanSitter 	<ul style="list-style-type: none"> Concierge for vetting childcare support (back-up care, camps, nanny, programs)
Concierge support to find camps, nanny, etc.	✓	✓	✓ Powered by UrbanSitter	✓
Tutoring / test prep services				
Resources for children (educational materials, activities, games)	✓	✓ Personalized per family need	✓	
Tools for parents (education tips, coaching, planning resources)	✓	✓		✓
Fertility and maternity digital platform, care coordination and coaching	✓	✓ Pediatric coaching	✓	
Eldercare digital platform with document management and care coordination services		✓		✓

*Vendor list is not exhaustive and not endorsed by Aon.

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