

The “Push” and “Pull” of **Paid Parental Leave**

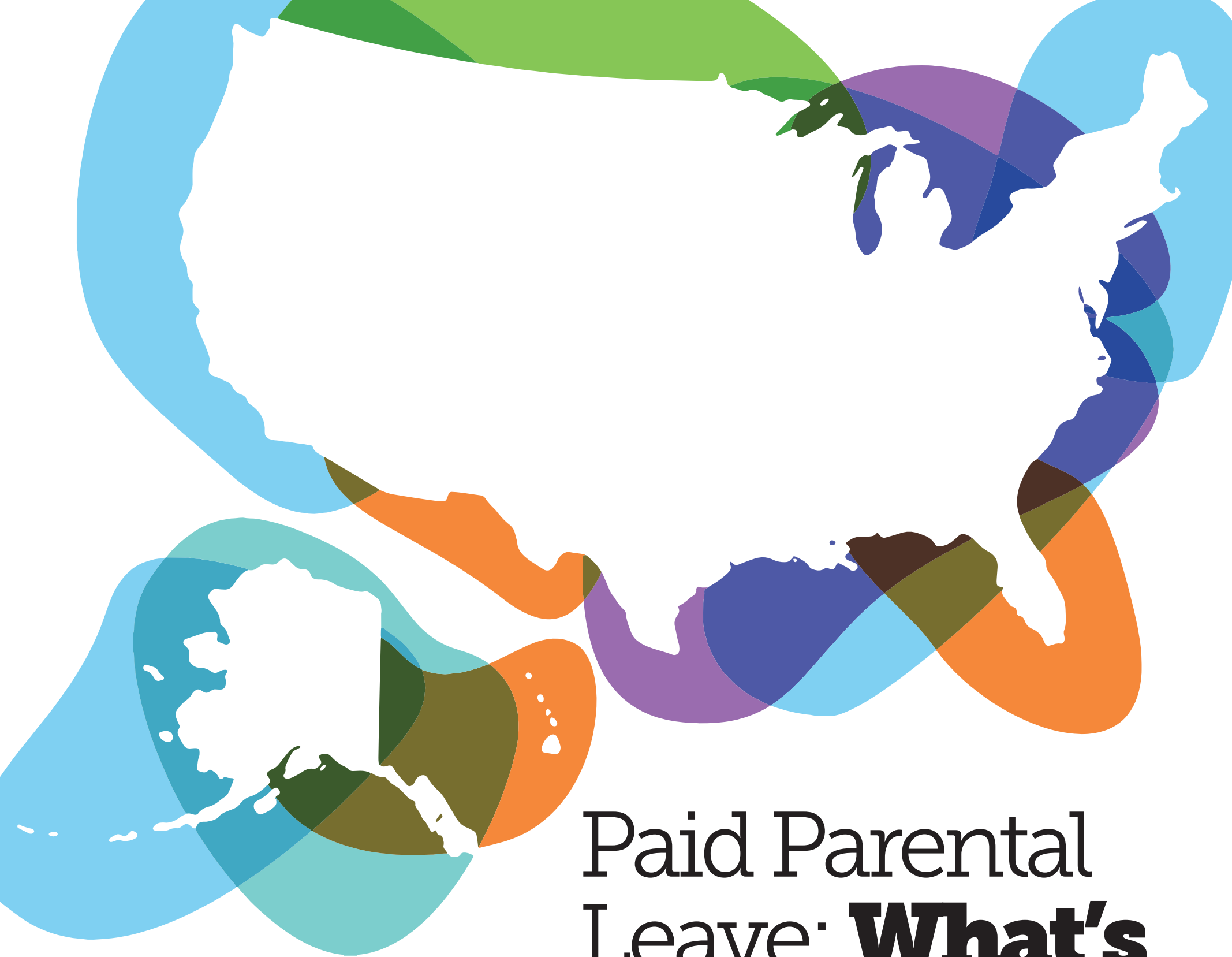


The U.S. currently ranks last in the world for paid parental leave policies. But our ignominious status might be changing.

From the federal government to state legislatures and company boardrooms, paid parental leave has become the latest “hot topic.” We’ll tell you what you need to know.

In this eBook, you’ll learn:

- the current state of paid parental leave legislation – and where it’s likely heading,
- the value of paid parental leave as a recruiting and retention tool,
- how to promote paid parental leave to build your employment brand, and
- ways your staffing provider can help offset the strain of paid parental leave on your business.



Paid Parental Leave: **What's the Big Deal?**

In his 2015 State of the Union address, President Barack Obama encouraged Congress, state and local governments, and businesses to adopt paid parental leave policies. He announced a plan to fund studies on paid leave and emphasized the White House's commitment to a paid parental leave policy.

A year later, the country has taken the president's call seriously. At both the federal and state levels, legislators are working to make paid parental leave a reality.

The State of the Leave: **Laws on Paid Parental Leave**

Currently, the U.S. has no federal law mandating paid parental leave. Only three states have state laws that require employers to provide it.

Congress is currently considering several bills that would require companies to offer paid leave for expecting or new parents. These include:

- **The Family Act.** Introduced in 2013, the act requires three months of paid leave at 66 percent salary to new parents.
- **The Healthy Families Act (HR 1286).** If enacted, the act would require companies to allow workers to use paid sick leave as paid parental leave.
- **Federal Employees Paid Parental Leave Act.** This act would provide paid parental leave for federal employees expecting the birth, adoption, or foster placement of a child.



Why Offer **Paid Leave**?

The numbers show that paid leave brings a number of benefits to the companies that offer it:

9-12 months The timeframe in which new parents are likely to return to work after having a child if they have paid leave – versus no return at all for those who don't, according to the National Partnership for Women & Families.

90% The percentage of businesses reporting increased productivity after they began offering paid leave.

99% The percentage of workers reporting increased morale and measurable stress reduction when their companies offered paid parental leave.



Paid Parental Leave **Attracts Better Candidates**

It's a tight talent market, and you need an edge.
Offering paid parental leave:

Boosts your image as an employer who "gets it." Great people want to work for employers who understand that their best work comes from adequate support in all areas of their lives.

Attracts more diverse talent. Talented candidates who are considering families will put you at the top of their application list if they know they can keep their family plans *and* their jobs.

Makes you a highly competitive choice for "rising stars." More than any preceding generation, millennials prize work-life balance. These "rising stars" want a great career and a great family – and they'll reward supportive employers with loyalty, passion, and creative work.

How Paid Parental Leave **Retains Your Best People**

Paid parental leave not only brings in the best people, it helps them stay put. Here's what the Mom Corps 2013 Workplace Study found:

39% of working adults have left a job because it didn't offer enough work-life flexibility.

73% of working adults won't take a new job if it isn't sufficiently flexible.

50% of new parents – mostly moms – decide to stay with their companies after having a baby if the company offers paid parental leave.

BECAUSE ONLY 12% of U.S. companies currently offer paid parental leave, becoming one of them automatically makes you a better choice than 88 percent of your competitors.

That's a big edge!



Building Your Employment Brand: **Put Paid Parental Leave Front and Center**

Twelve percent of U.S. companies offer paid parental leave – and only 5 percent of companies with minimum-wage workers do. Ready to gain an edge over as many as 95 percent of your competition? Here's how:

Decide what you're going to offer. Currently, your options for paid leave are as wide as your creativity. How much pay, and for how long? Lump sum or paychecks? Sick leave or separate source?

Share stories. With a whopping 99 percent of workers announcing that paid leave boosts their morale and reduces stress, you're sitting on a branding gold mine. Create a blog or video series featuring employees who have benefited from the policy – and their happy families.

Celebrate! Google's parental leave policy includes priority placement at a local childcare center. Other companies send expectant parents home with gift cards or "new baby" baskets. Build your brand by celebrating paid leave in addition to funding it.



Where to **Turn for Help**

Paid parental leave, ACA “shared responsibility” healthcare costs, competitive salaries, retirement accounts... For a busy company, the costs can add up fast.

For help reaping the benefits of paid parental leave at a manageable cost, talk to your staffing partner. Your staffing firm can help you reduce the strain of paid parental leave in many ways, including:

- streamlining the hiring process to bring in better people more quickly,
- finding a better “fit” between your company and new candidates to reduce turnover,
- recommending qualified temporary help for big projects or seasonal “rushes,” and
- collaborating on a strategic staffing plan that helps you anticipate and manage big changes.

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