

Certifying Employers

Wisconsin's workforce shortage isn't coming – it's already here.

The Family Friendly Workplace Employer Certification® program helps employers respond by recognizing employers who use family-supporting benefits to attract and retain today's workforce—while building tomorrow's.

- **Certification Levels:** Gold, Silver, & Bronze based on benefit benchmarks.
- **Employer Support:** Logo use, policy library, white papers, and ongoing support.
- **Process:** Complete the Application and Certification Matrix.
- **Cost:** \$10 per FTE annually, reinvested in family- and child-supporting nonprofits.



**FAMILY FRIENDLY
WORKPLACES**

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Wisconsin's Workforce Shortage

Driven by an aging population and declining birth rates, Wisconsin faces a long-term human resources shortage that employers and communities must begin working to address.

Wisconsin's workforce is projected to shrink through the mid-2030s, and stagnate through 2050.

This shortage threatens Wisconsin employers' ability to sustain, let alone grow, their operations.

To address this challenge, FFW has developed a strategic, multi-phase approach—outlined to the left—to help employers respond now and invest in the future.

FFW recognizes that Wisconsin's workforce shortage sits alongside shortages in housing and child care. We maintain strong relationships with economic development agencies, child care organizations, and other partners as we work together to secure Wisconsin's economic future.

Ready to get started?



Get certified or learn more at
www.familyfriendlyworkplaces.org

Become Certified

At the heart of our strategy is our Matrix, which benchmarks employers' family-supporting benefits to the market.

Our certification program provides employers with a meaningful and approachable way to begin addressing the long-term workforce shortage we face.

Our strategic approach is described in the columns to the right.

Immediate Impact

Our 3rd-party credential is designed to help employers recruit and retain talent.

We support this goal with individualized communications support, a press event upon certification, connections to our network across Wisconsin, and a suite of other benefits:

- Promoted Job Board
- Quarterly Newsletter
- Referrals
- White Paper and Policy Library
- Invitations to Events
- Employer Supports

Attracting Young Families

Our goal is that Wisconsin becomes known as the premier destination to raise a family.

Developing and marketing this reputation will help communities attract young families, and is a critical component to addressing our medium and long-term workforce shortages.

Participating employers help develop this reputation, and have the opportunity to directly support this work.

Future Workforce Pipeline

Your workforce in 15 years is in kindergarten right now. How do you think they're doing?

As the workforce shrinks, preparing every child for future success matters more than ever—and that preparation begins early.

Certified employers support this work through family-supporting benefits and annual investments in nonprofits that strengthen children and families.