



Cottingham & Butler

# Creative Employee Benefits

Presented by:

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# Intro & Agenda

- ① **Total Rewards:  
Spend Less, Do More**
- ② **Assess the Total Rewards**
- ③ **Financial Wellbeing Insight**
- ④ **Childcare Resources for  
Families**



# Spend Less, Do More: The Parent's Version



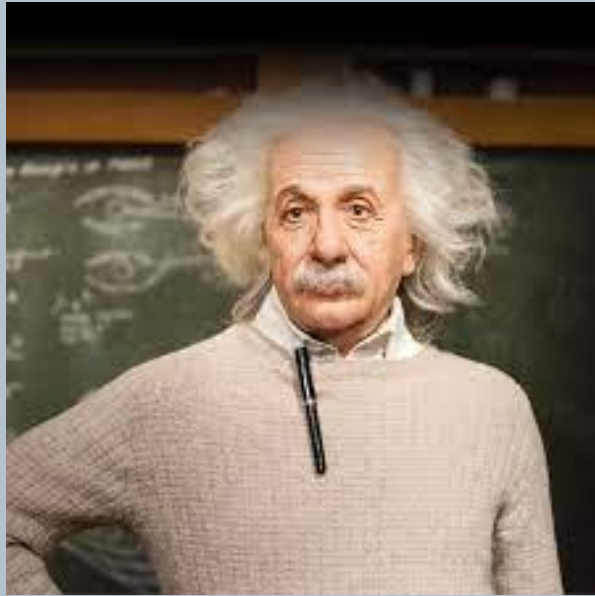


# EXTERNAL FACTORS IMPACTING TOTAL REWARDS

- **Rising Healthcare Costs:** +7-8% (Last Year predicted 6-8% Finished 8.1%)
- **Employee Contributions:** EE contributions increased by avg. 5% in '24. Projections for '25 show further 6% increase.
- **Medicare/Medicaid:** Avg. employer pays 2-4x Medicare. Medicare enrollment is increasing as population ages.
- **Navigating Compliance and Regulatory Changes**



# THE RECIPE FOR SUCCESS: Science & Art



# 4 PILLARS OF HEALTH

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## EXERCISE:

Draw a 4-box chart in your notes and list all the benefits or support you offer in each of these categories:

- Were all the boxes equal?
- What category was least impressive?
- Do you think there is room for improvement?



# LIST OUT ALL YOUR EMPLOYEE REWARDS



REWARDS MOST  
EMPLOYEES VALUE



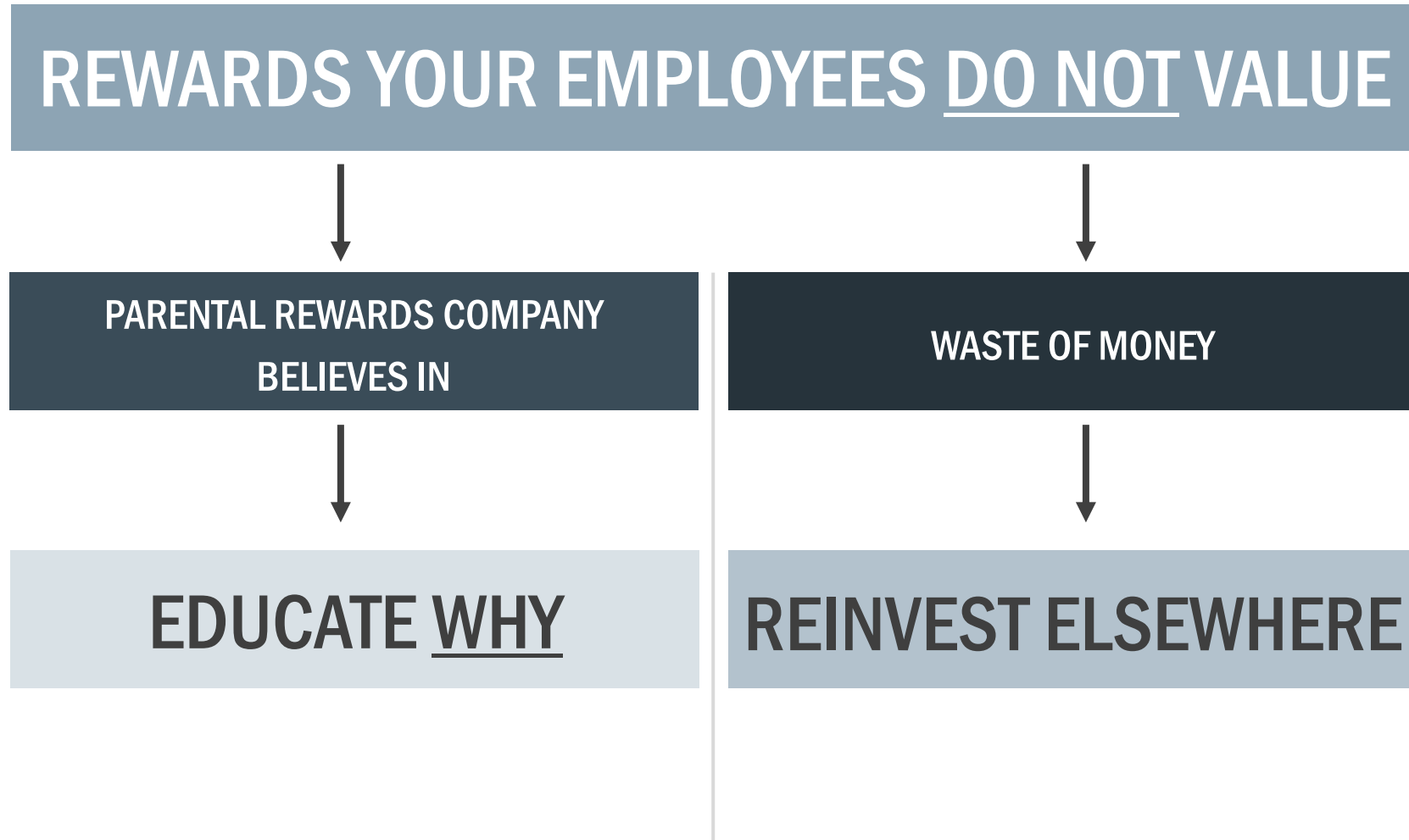
REWARDS MOST  
EMPLOYEES DO NOT VALUE





## HOMEWORK – TEAM EXERCISE CONTINUED

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# BenefitWave: Objective Total Rewards Analysis

Choose your preferred package from the below:

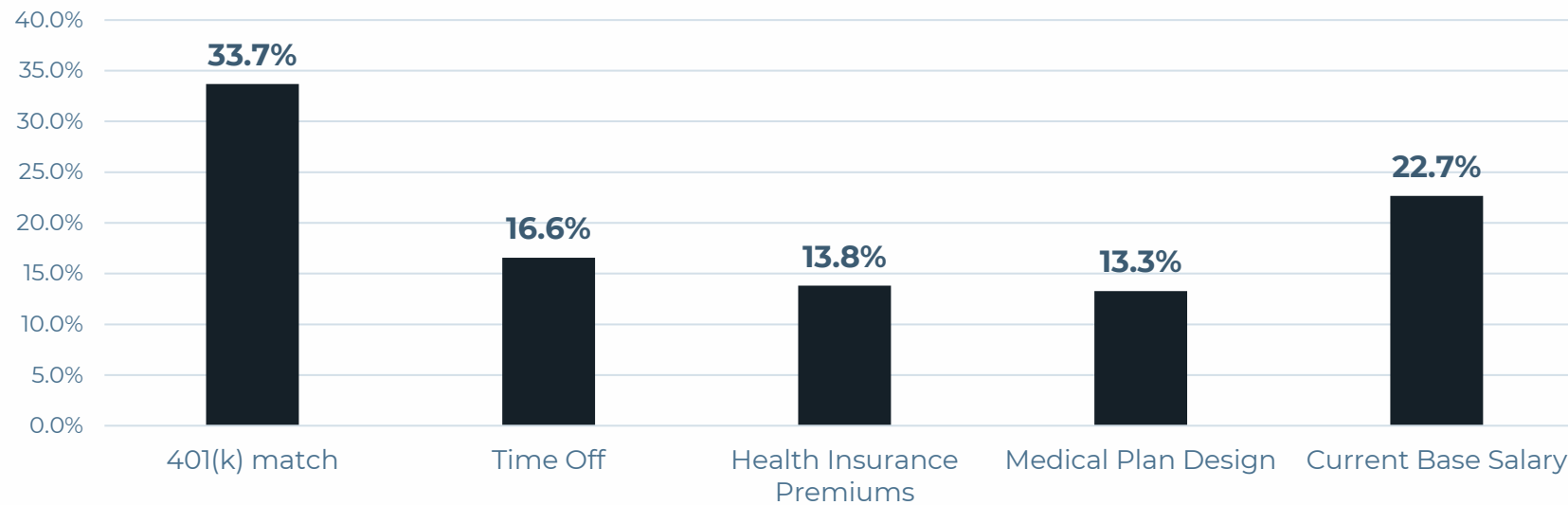
	Package 1	Package 2
401(K) Match	2% of Salary	1% of Salary
Medical Insurance Deductible	Remain the same	Increase by \$500
Medical Insurance Premiums	Remain the same	\$25/month increase
Base salary	2% Increase	5% Increase
PTO	2 Less Days	Remain the same



# Feature Importance – Total Population

## Feature Importance

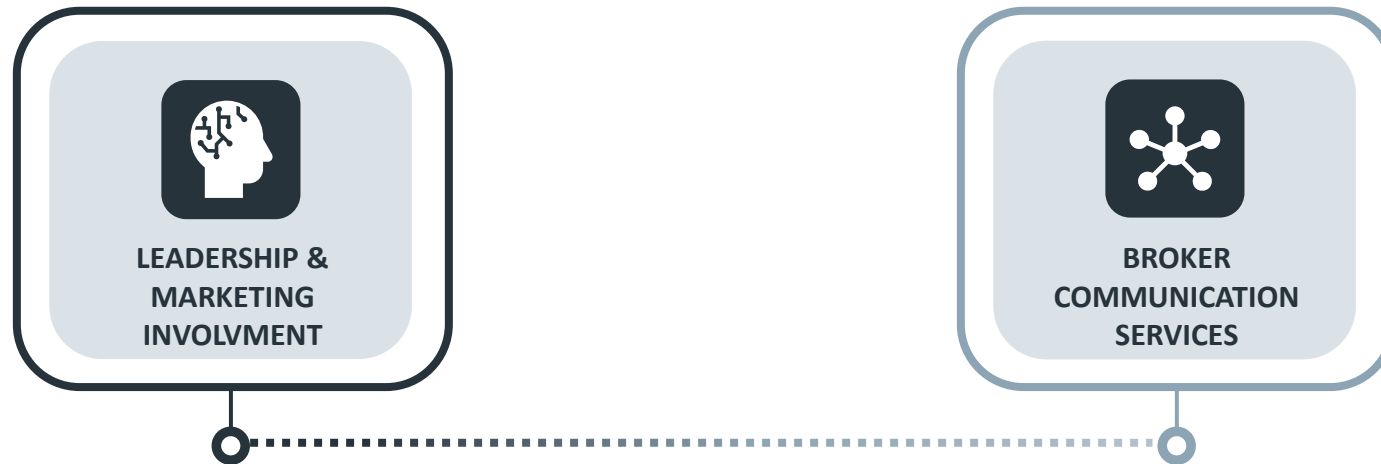
*Which area did employee's find most important in deciding which package to choose?*



- **401(k) match** was the most important feature in the survey across employee segments.
- **Base Salary** was next, followed by **Time Off**, and finally **Medical Design & Contributions**.



# STEP #1 – COMMUNICATE WHAT YOU HAVE



## STEP #2 – MAKE SIMPLE TWEAKS TO WHAT YOU ALREADY HAVE



**Health:** Copay Only Health Plan With \$0 Deductible



**Paid Leave:** 1 Week PTO Rollover / Birthday PTO / No Limit Bereavement



**Financial:** Quarterly pay updates / “On the Clock” Financial Wellness



**Other:** Carrier Freebies (e.g., Long Term Care Planning / H.I. for Births)



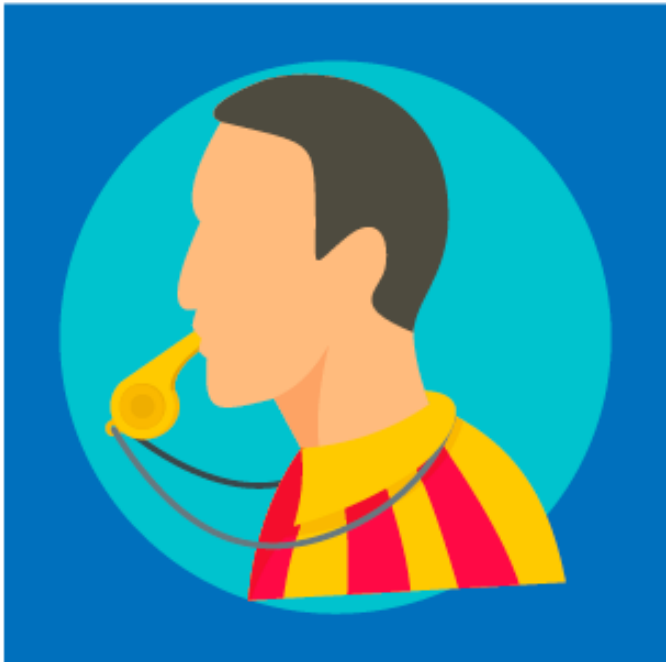
**Flexibility:** FT Job Sharing / Shift Flexibility & Incentives / Summer Hours

# Financial Choice

A Financial Wellness Benefit for Your Employees







# Financial Choice Benefit

- Trusted, non-judgmental, and confidential service for over 30 years
- Six **free** one-on-one sessions for members **and** immediate family
- Online/email, video, phone, and in-person counseling methods
- Access to Financial Counselor on Call
- Multi-lingual services: English, Spanish, and Hmong
- Interactive financial workshops
- Personalized marketing materials, online landing page, and priority scheduling

# Services Provided



BUDGET & DEBT  
COUNSELING



DEBT  
MANAGEMENT  
PLAN



STUDENT LOAN  
REPAYMENT  
COUNSELING



HOUSING  
COUNSELING



CREDIT REPORT  
REVIEW



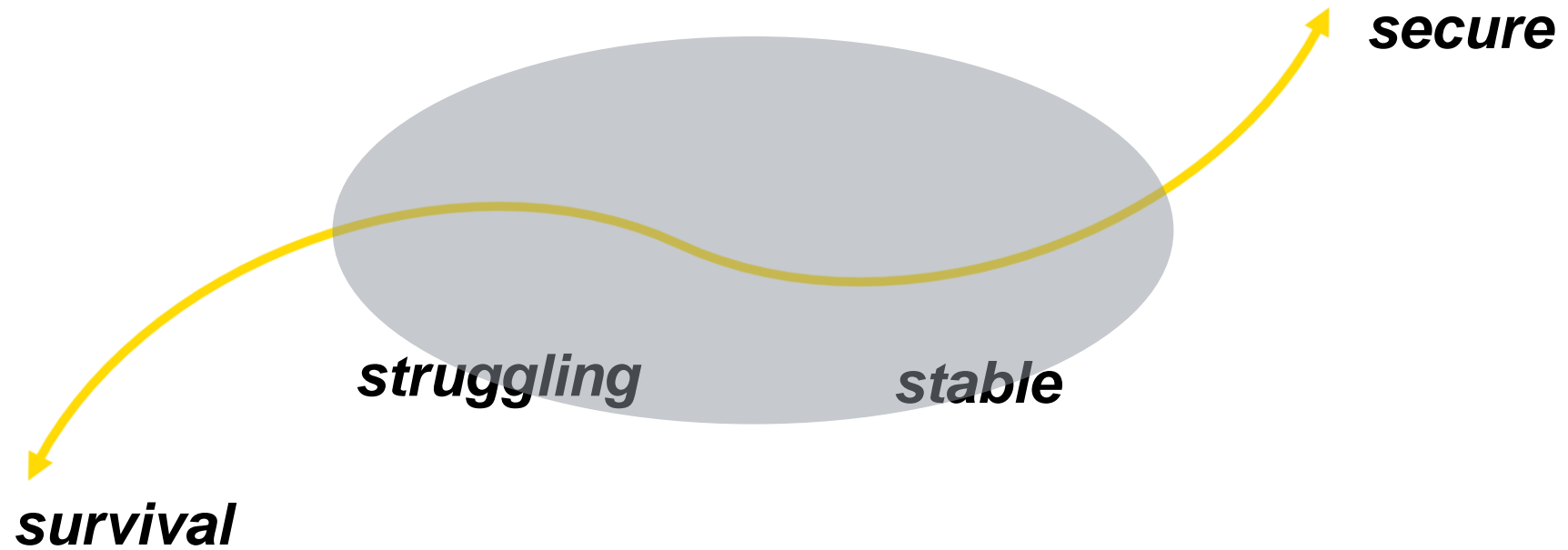
FINANCIAL  
EDUCATION

# Financial Stressors

- Cost of Living
- Educational Debt – repayment of federal student loans, navigating Public Service Loan Forgiveness
- Increased Credit Card Debt – average APR is 22%, balances are increasing
- Scams and Fraud
- Life Transitions
- Limited Savings



# Financial Wellness Journey





# Your Employees and Child Care

January 29<sup>th</sup>, 2025

United Way  
of Central Minnesota



# Why Child Care?

## EMPLOYEE TURNOVER COSTS

# 33%

of a worker's total compensation—including income and benefits—to replace them.



## How are employees impacted?

# 66%

of employers expressed willingness to increase childcare supports.

# 62%

cited childcare as a factor for why they're seeing employees leave the workforce.

# 1 IN 3

businesses felt that childcare issues factored "a great deal" into loss of productivity for employees.

United Way  
of Central Minnesota





# Why Child Care?

## BEYOND THE BOTTOM LINE

Investments in high quality childcare result in wide-ranging positive business outcomes.



### EMPLOYEE PERFORMANCE

Quality childcare decreases absenteeism, improves productivity, safety of operations and quality (especially in manufacturing), and increases employee commitment and loyalty.

### ORGANIZATIONAL GROWTH

Quality childcare is a critical lever to ensure healthy local economic growth and a skilled and stable workforce.

### RECRUITMENT & RETENTION

Quality childcare investments signal workforce value to prospective employees, providing competitive differentiation, reducing turnover costs and increasing diversity of recruitment.

### COMMUNITY STANDING

Organizations that make investments in quality childcare show a commitment to their workers, their local economies, and their customers.

### BRAND IMPACT

Investments in quality childcare demonstrate leadership within the organization's sector, reflect organizational values and culture, and increase brand awareness with employees, customers, suppliers, and competitors.

# Employee Needs Survey

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- [https://docs.google.com/document/d/1qNZTuKY\\_Wh9UjwaXzPd-0ZkDzbrK6XR/edit?usp=sharing&oid=107811588030226048658&rtpof=true&sd=true](https://docs.google.com/document/d/1qNZTuKY_Wh9UjwaXzPd-0ZkDzbrK6XR/edit?usp=sharing&oid=107811588030226048658&rtpof=true&sd=true)

# Employee Benefits

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## Child Expense Reimbursement Program

Stearns Financial Services, Inc. offers the Child Expense Reimbursement Program to help team members and their families by reimbursing certain child [dependent] expenses.

**Qualified dependent** is defined as one who is under the age of twenty-six (26) and could be considered a dependent on an employee's tax return.

**Note:** This program is in addition to our Flexible Spending Account [FSA].

**Examples of eligible expenses include, but are not limited to:**

- a) Childcare costs.
- b) After school camps.
- c) Summer camps.
- d) Educational programs.
- e) School activity fees.
- f) Tuition costs.
- g) Out of pocket costs relating to Infertility treatment or medication.
- h) Costs relating to fees relating to surrogacy, adoption or foster care.
- i) Up to three days supplemental sick leave (please see supplemental sick leave program below).

Please see HR Forms Library for entire listing of eligible/ineligible child expenses.

# Vouchers or Subsidies

Childcare affordability is often a high barrier for families. Through vouchers or subsidies, employers can help offset the cost of care and incentivize quality options. Vouchers can be given directly to employer-approved childcare providers or directly to working parents, providing them control over where to send their child. Subsidies enable employers to reserve capacity (slots) for their employees in nearby childcare programs and incentivize quality options. Employers can determine if they help offset the cost of care.

- Cost proportional to size of need
- Availability of quality providers varies based on location
- Sustainably improves childcare access
- Subject to union and labor environment complexities



## VOUCHERS, SUBSIDIES OR BOTH?

Vouchers align with employee choice and offer a flexible disbursement structure (i.e. they can be given to providers or directly to working parents). Subsidies offset the cost of care in addition to reserving slots. Both improve access and can come with tax incentives for your business.



# Child Care on Campus

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- <https://youtu.be/m-tM0fbULBQ>

# United Way of Central MN Business Toolkit

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- <https://www.unitedwayhelps.org/childcare-business>

## CHILD CARE & BUSINESS

This toolkit offers insights and guidance for businesses and child care providers seeking collaborations in their communities. It serves as a valuable resource for businesses aiming to enhance child care availability and to build a stronger local workforce. Additionally, child care programs can leverage this toolkit to explore the advantages of partnering with businesses and discover effective collaboration strategies.



# THANK YOU.

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United Way  
of Central Minnesota



# EXAMPLES OF CREATIVE BENEFITS PEOPLE WILL TALK ABOUT



**Health/Childcare/Family:**  
Diapers & Wipes Program



**Financial:** Student Loan /  
401(K) Match Programs



**Social:** Paid Time to  
Volunteer



**Leave:** Family Leave Programs  
(all encompassing)



**Leave:** Paid Vacation  
or Sabbatical

# Employer Roadmap to Optimize Total Rewards



- ① **Assess** What Is Important to Your People and Organization
- ② **Implement** Reward Strategies Focused on Those Key Areas and Communicate them
- ③ **Invest** in a Great Employee Experience emphasizing Engagement and Leadership Development & Coaching
- ④ Find a Way to **Measure Your Results** & Make Adjustments