

THE FUTURE OF THE TEXAS WORKFORCE POST-COVID

PUBLISHED BY:



THE BEST PLACE FOR
WORKING PARENTS™

CONDUCTED BY:

SMU CENTER ON RESEARCH AND EVALUATION

SUMMER 2020



Introduction

In collaboration with SMU's Center on Research and Evaluation (CORE) and as Part II of a series of collecting and sharing key business leader insights, The Best Place for Working Parents™ surveyed business leaders across Texas in May 2020 to gather insights about the future of the Texas workforce post-COVID.

KEY OBJECTIVES

The objectives of the survey were to gain business leaders' current assessment on:

1. COVID-19's impact to date on our business community
2. Innovations that have helped stem the tide of economic impact, and
3. Critical factors for our workforce and business community's success in the post-COVID environment.

Central Findings

1. Many employers are making meaningful changes to their post-covid workforce policies:



FLEXIBILITY

83% of employers plan to maintain the increased flexibility policies that have implemented for employees during COVID-19.



CHILD CARE

16% of employers are considering implementing child care policies post-COVID (onsite, child care assistance, and/or back-up child care).



REMOTE WORK

75% of employers are considering expanding their remote work policies post-COVID.



HEALTH BENEFITS

14% of employers are considering expanding telehealth, health care, and/or wellness benefits post-COVID.

2. While most employers did not have to reduce their workforce, those that did reduced significantly:

68% of employers reported that COVID-19 has not resulted in any change (increase or decrease) in their workforce.

Of those employers that did have to reduce their workforce, **50% reduced by 50% or more.**

3. Several key facets of Texas business have been positively impacted through COVID-19:



Team Culture improved by .33 on impact scale



Product/Business Innovation improved by .23



Existing Client Relationships improved by .09

4. Texas businesses are eager to shift into growth mode:

76% of employers anticipate a top strategic priority will be **attracting new clients & customers post-covid.**

Business Leader Participant Breakdown



OUT OF 116 RESPONSES

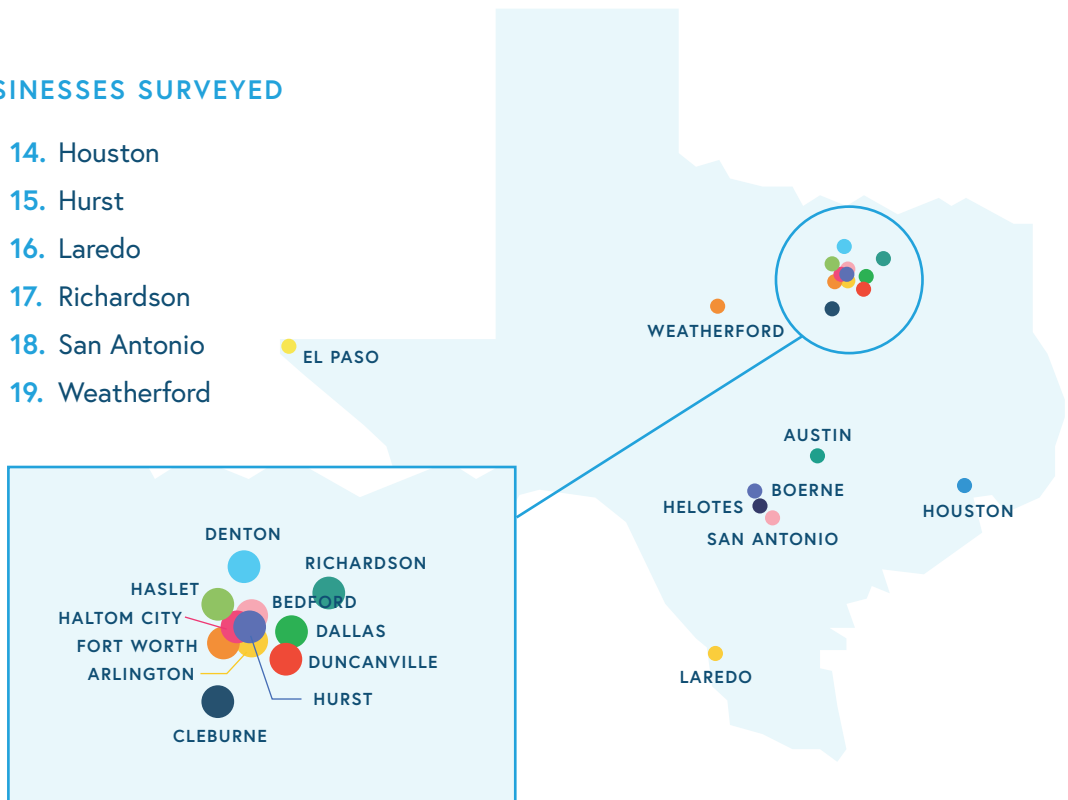
- 76% were small businesses (1-200 employees)
- 4% were mid-size businesses (201-1000 employees)
- 10% were large businesses (1000+ employees)

14 DIFFERENT INDUSTRIES

- 4% Business & Information
- 8% Construction, Utilities, Contracting
- 6% Education
- 5% Finance & Insurance
- 11% Food, Hospitality & Retail
- 4% Government
- 3% Healthcare
- 4% Manufacturing
- 4% Natural Resources, Environmental & Agriculture
- 25% Nonprofit & Philanthropy
- 4% Personal Services, Legal, Safety & Security
- 13% Professional Services
- 7% Real Estate & Housing
- 2% Transportation & Motor Vehicle

LOCATIONS OF BUSINESSES SURVEYED

1. Arlington
2. Austin
3. Bedford
4. Boerne
5. Cleburne
6. Dallas
7. Denton
8. Duncanville
9. El Paso
10. Fort Worth
11. Haltom City
12. Haslet
13. Helotes
14. Houston
15. Hurst
16. Laredo
17. Richardson
18. San Antonio
19. Weatherford





COVID-19 BUSINESS
IMPACTS TO DATE

I. Strategic Priorities During COVID-19

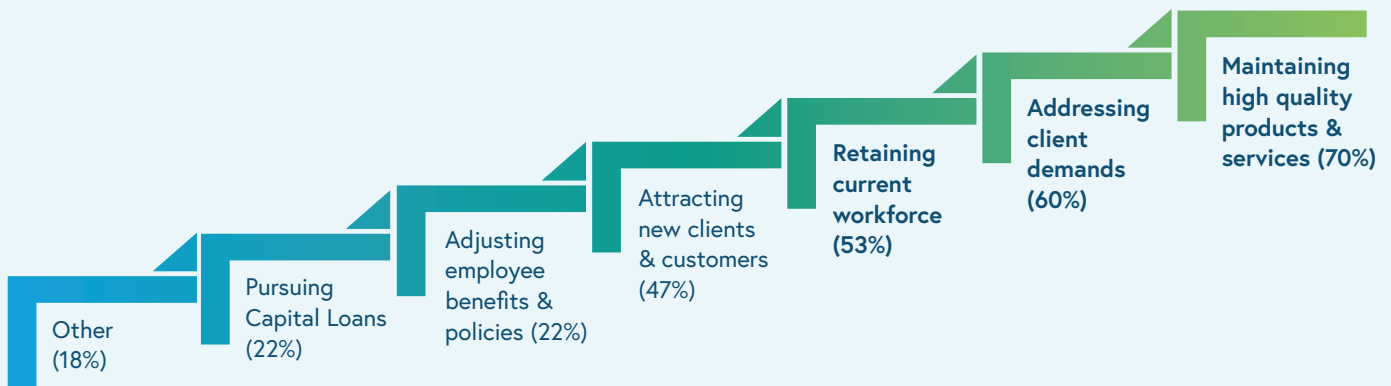
The top 3 strategic priorities during COVID-19 for business leaders have been:

1. Maintaining high quality products & services (70%)
2. Addressing client demands (60%)
3. Retaining current workforce (53%)

Although many respondents noted they implemented or increased their work-from-home policies during the immediate COVID-19 response, “Adjusting employee benefits & policies” still ranked fairly low as a key strategic priority during this time (22%).

This could indicate that implementing work-from-home policies were less burdensome and/or time consuming than previously anticipated, and as such, did not require prolonged strategic oversight regarding that employee adjustment.

MOST COMMON IN TOP 3 PRIORITIES DURING COVID-19



II. Most Helpful Business Strategies for Mitigating COVID-19 Impact



FINANCIAL STRATEGIES

- **Cost cutting**, including 1) delaying major capital purchases, 2) reducing production costs, 3) assets debt reduction, 4) furloughing staff, and 5) requesting rent reduction
- Applying for **Payment Protection Program (PPP) loan**



OPERATION & HR STRATEGIES

- Strengthening **work-from-home** policies
- Implementing COVID-19 **safety procedures** (including downsizing office space, changing office structure, increasing cleaning measures, providing PPE supplies, increasing safety training)
- Reinforcing **frequent communication** with all employees



CLIENT STRATEGIES

- Implementing **innovative ways to deliver services** to clients
- Strengthening **technology supports**

III. Business & Workforce Impacts

Business

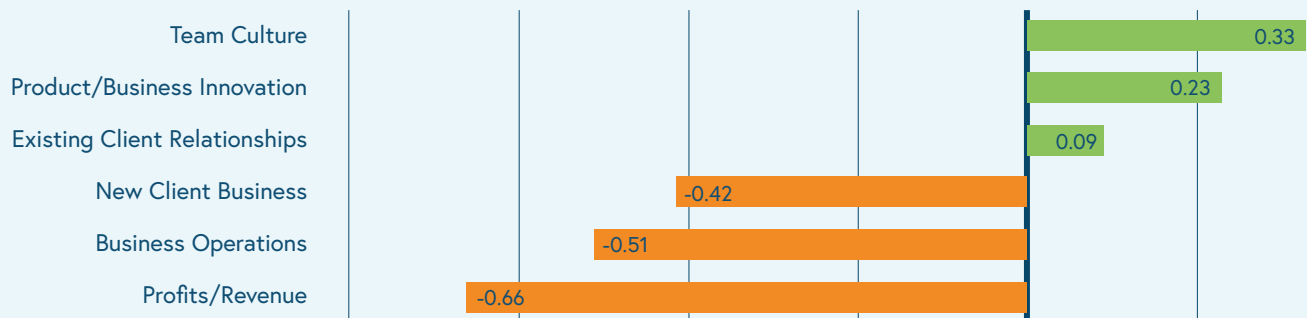
Most respondents noted COVID-19's negative impact in three key areas:

- 1 New Client Business
- 2 Business Operations
- 3 Profits/Revenue

However, it was promising to see aspects of business that were improved during this time period:

- 1 Team Culture
- 2 Product/Business Innovation
- 3 Existing Client Relationships

IMPACT OF COVID-19: POSITIVE/NEGATIVE IMPACT RATIOS



Workforce

68% of employers

reported that COVID-19 has not resulted in any change to their workforce.

Of the organizations that had to reduce their workforce, **50% reduced by 50% or more.**



An aerial photograph of a city skyline, likely Dallas, Texas, featuring a prominent highway interchange with multiple overpasses. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the frame.

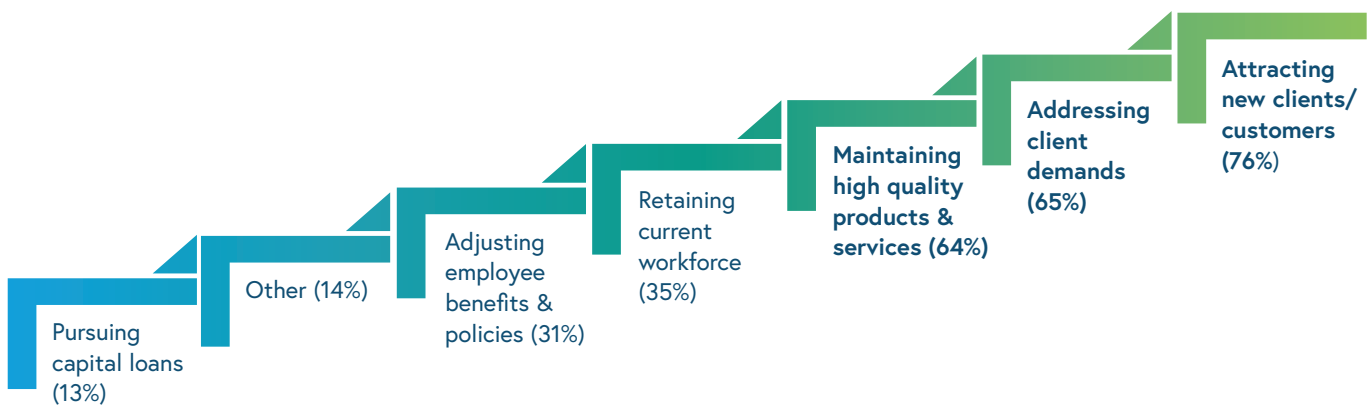
LOOKING AHEAD: THE BUSINESS ENVIRONMENT POST COVID-19

I. Strategic Priorities Post COVID-19

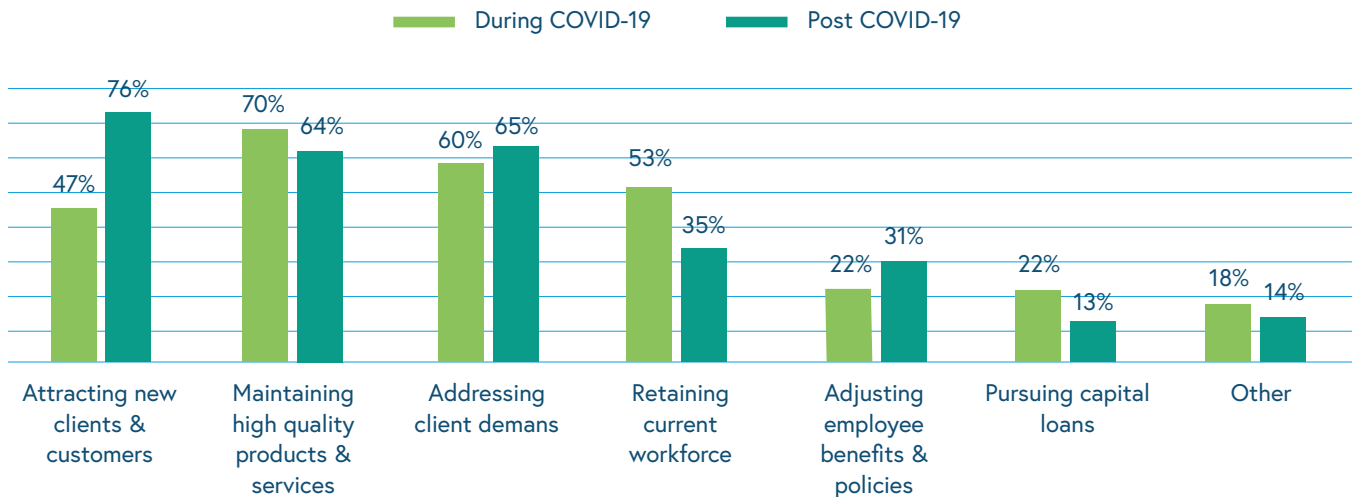
Employers anticipate that their top priorities post COVID-19 will be:

1. Attracting new clients/ customers (76%)
2. Addressing client demands (65%)
3. Maintaining high quality products & services (64%)

MOST COMMON IN TOP 3 PRIORITIES FOR RECOVERY POST COVID-19

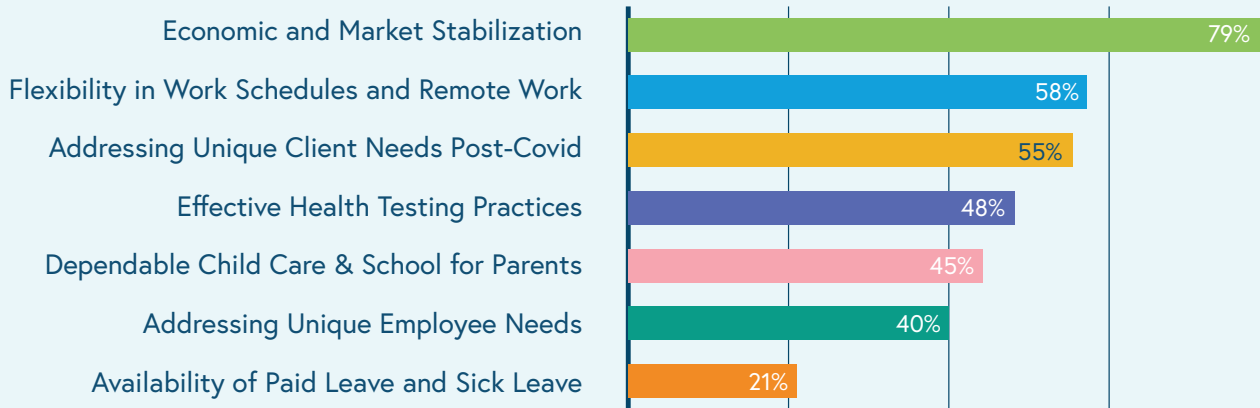


FREQUENCY AS TOP PRIORITY DURING & POST COVID-19



II. Top Success Factors in Expediting Business Community Recovery

TOP SUCCESS FACTORS IN EXPEDITING THE BUSINESS COMMUNITY RECOVERY



III. Employee Benefit & Policy Changes Post Covid-19

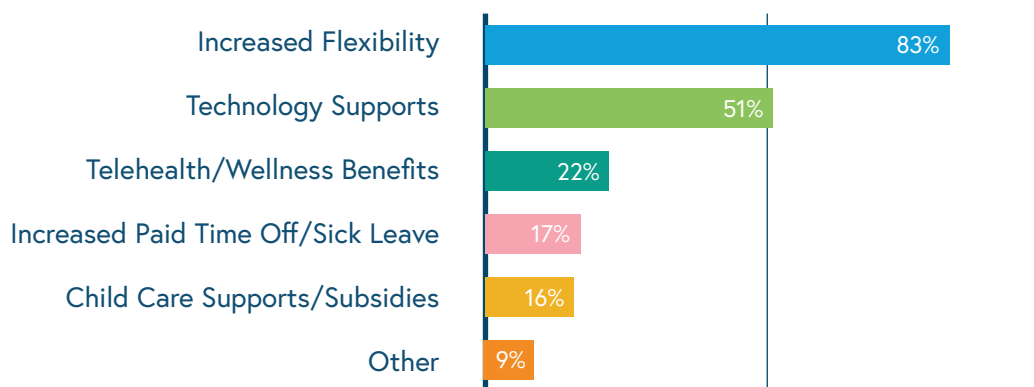
83% of employers plan to maintain the increased flexibility policies that have been implemented for employees during COVID-19.

51% of employers plan to maintain increased technology supports for their workforce.

75% of employers are considering expanding their remote work policies post-COVID.

16% of employers are considering adopting new child care policies post-COVID (onsite, child care assistance, or back-up child care).

COVID-19 EMPLOYEE BENEFITS BEING RETAINED PERMANENTLY



**BENEFIT AREA CONSIDERED FOR
CHANGES POST-COVID-19**

FREQUENCY

EXAMPLES

BENEFIT AREA CONSIDERED FOR CHANGES POST-COVID-19	FREQUENCY	EXAMPLES
Remote Work	75%	Increase remote work accommodations as needed; improve work-from-home effectiveness; improve support center
Flexibility	62%	Flexible schedules; flex between office and home; increased focus on flexibility for parents with young/school-age children
Health Care, telehealth and/or wellness benefits	14%	Free remote fitness classes; offer medical benefits for the first time
Parental Leave	9%	Increased flexibility with parents needs to care for children
Paid Time Off	9%	Increase sick leave; considering new paid-time-off policies
Child Care Assistance	7%	Explore employee access to subsidized child care options
Other	7%	Increase access to protective equipment
Onsite Child Care	6%	Considering on-site child care; considering increased flexibility for bringing children to work
Back Up Child Care	3%	No specifics
Nursing Benefits	1%	No specifics

Conclusion

The Best Place for Working Parents™ network highlights businesses that exhibit policies and strategies that benefit working parents AND businesses' bottom line. Of all the potential workforce benefits that businesses can offer to employees, 10 highlighted in the first-of-its-kind Best Place for Working Parents™ business self-assessment provide measurable ROI to employers AND support greater employee sustainability. These policies include: 1) company-paid healthcare coverage, 2) paid time off, 3) parental leave, 4) nursing benefits, 5) healthy corporate culture, 6) onsite child care, 7) child care assistance, 8) back-up child care, 9) flexibility policies, and 10) remote work access.

In light of the results from our survey, the Best Place for Working Parents™ network is encouraged to see that **several of the policies that have been proven to support stronger, more sustainable families and businesses – namely, flexible work schedules, remote work options, and a variety of child care assistance – are expected to be expanded post-COVID-19** by businesses of varying size and industry.



Thank You

Thank you to all of the business leaders that participated in this survey and that continue to be a part of our Best Place for Working Parents™ community. Best Place for Working Parents™ businesses are pioneering the next generation of workforce trends that enable working parents, families, businesses, and communities to thrive.

SAMPLE OF SURVEY PARTICIPANTS



*Logos listed on this page are of those companies that agreed to be named in this report. These logos do not represent a comprehensive list of participating businesses.