



*Helping transform companies  
one employee at a time*



*Empowering employment by improving  
employee retention and productivity*



# Building a Sustainable Workforce: Unleashing the Potential of Employer Resource Networks®

## Presenters:

**Natalie Longmeier**  
**Marion Matters, Inc.**  
**North Central Ohio ERN**  
**Clearwater ERN**

# WHO IS ALICE?

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**ASSET LIMITED**



**ALICE has no safety net  
in times of crisis**

**INCOME CONSTRAINED**



**ALICE's income falls  
short of essentials**

**EMPLOYED**



**ALICE is working, yet  
not earning enough**



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Employer Resource Network®



OHIO ERN  
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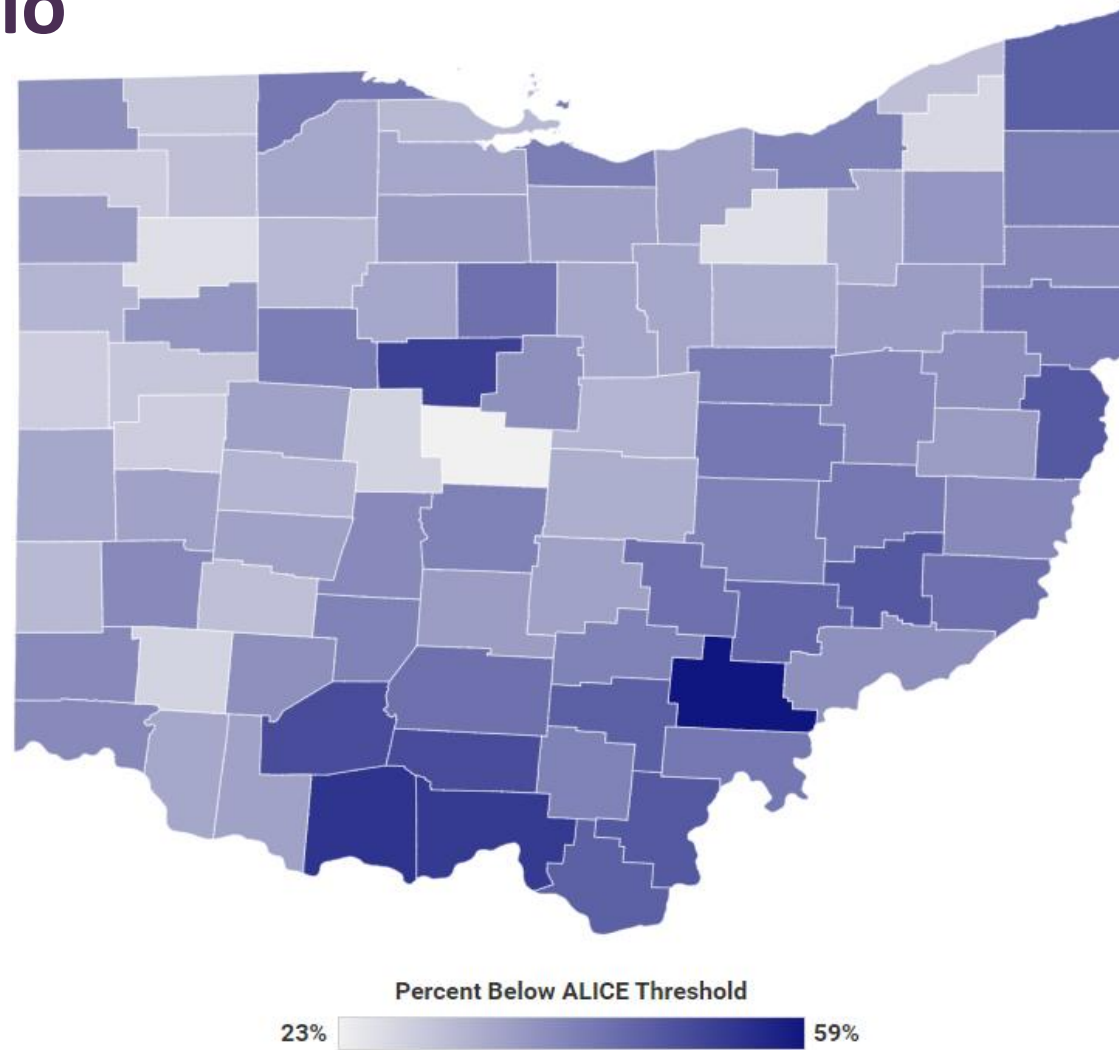
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FAMILY AND  
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# A.L.I.C.E. in Ohio



Source 2020 United Way ALICE Report (2018 data)



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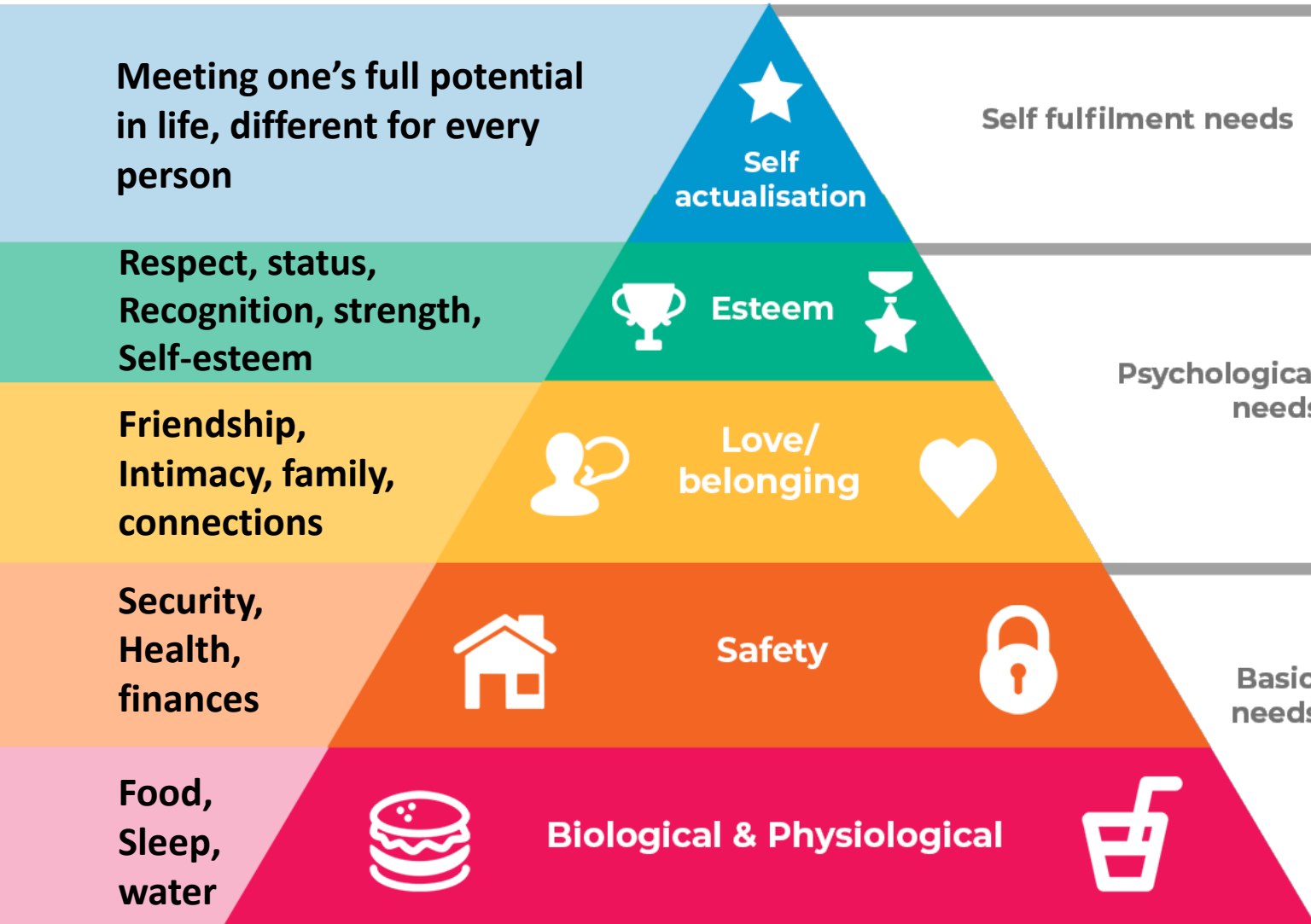
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# MASLOW'S HIERARCHY OF NEEDS



Source:  
<https://www.professionalacademy.com/blogs/marketing-theories-maslows-hierarchy-of-needs/>



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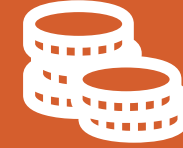


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# Not Having Needs Met:

## What is the cost?



- ☀ SHRM calculated the cost of turnover for a \$10/hour job at \$5,200
- ☀ 34% of families worry about being able to pay their mortgage, rent, and basic bills
- ☀ A disengaged employee is 28% less productive than an engaged employee
- ☀ A distracted employee is 27% more likely to have a workplace accident
- ☀ What is the cost of overtime due to a lack of talent?



# Focused on Solutions



Employees are linked to resources that help them get to work, stay at work, and be fully present at work:

- ☀ Government Agency Navigation
- ☀ Substance Abuse Counseling
- ☀ Coaching
- ☀ Financial literacy
- ☀ Health/Insurance
- ☀ Transportation
- ☀ Childcare
- ☀ Housing
- ☀ Legal Assistance

By addressing these barriers, employers:

- ☀ Increase retention
- ☀ Reduce absenteeism
- ☀ Reduce training and recruiting costs
- ☀ Increase productivity
- ☀ HR workload decrease
- ☀ Increase moral
- ☀ Increase profits
- ☀ Rules and workplace culture are better understood
- ☀ Contribute to individual, company, and community stability



# Success Coach and Employer



**Confidential resource**



**Free resource to employees**



**Provides on-site, face-to-face assistance**



**Fast-track barrier removal**



**Conduit to resources:  
social services, community  
programs, local agencies**



**Effective solutions for  
employees related to:  
Financial/Debt, Childcare,  
Transportation, Housing,  
Family Challenges,  
Attendance, Substance Abuse**



**Ongoing coaching when  
necessary**



**Coaching  
Advocacy  
Connections**



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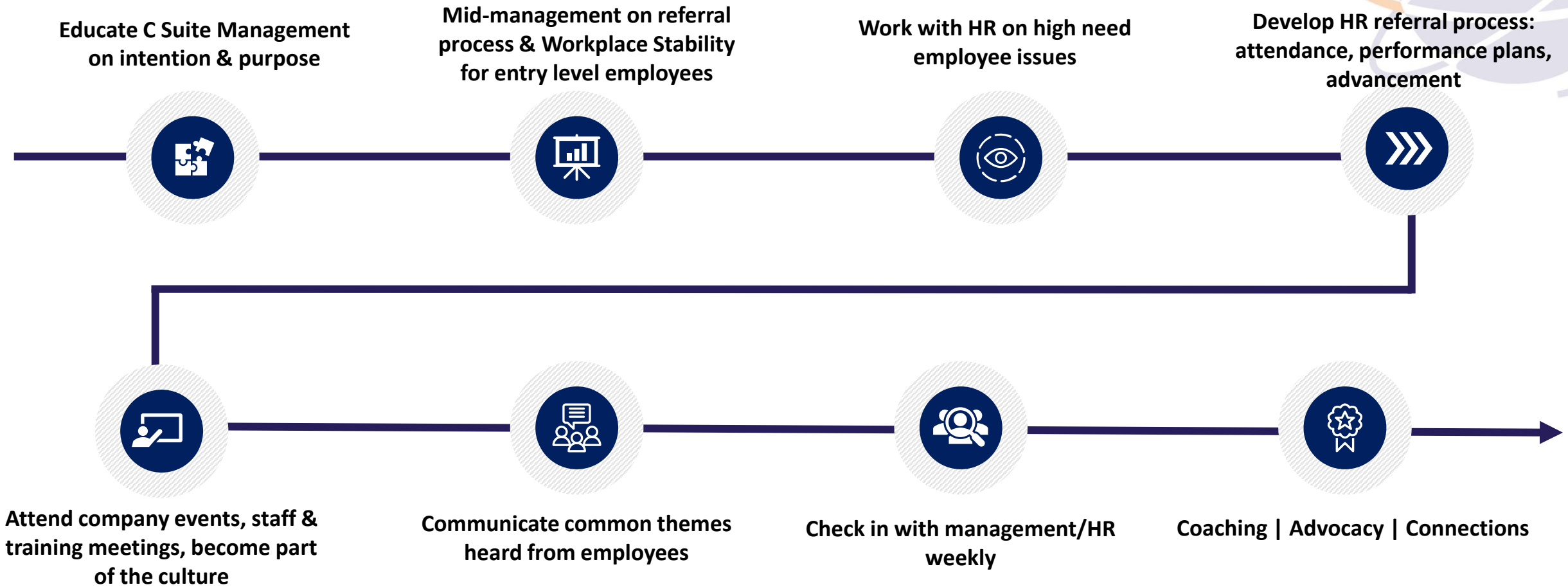
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# Success Coach and Employer







Shared  
Success  
ERN Board  
Meeting



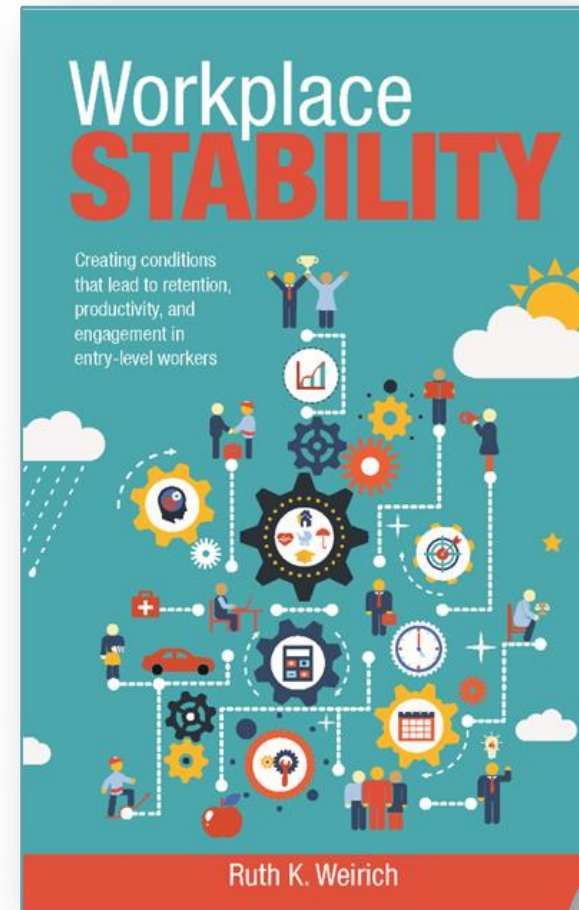
Michigan ERN Employers,  
Michigan Peer Learning  
Conference

## Monthly Board Meetings

- ☀ Employer members chair and set the agenda
- ☀ Success Coach provides a monthly *ERN Data Solutions* dashboard report:  
number of employees utilizing, need categories addressed, success stories, community resources leveraged, retention, etc.
- ☀ Members discuss trending issues and potential gaps
- ☀ If there is a gap, members identify potential partners or develop resources
- ☀ Best practices around benefits, culture, etc.

# Workplace Stability Training

- ☀️ **Employee instability creates business instability and is costly to the bottom line.**
- ☀️ **Certified Success Coaches and USA ERN staff train HR staff and supervisors in how to better understand and communicate with employees**
- ☀️ **Provides retention and performance strategies for your economically diverse workforce**
- ☀️ **Creates workplace stability by teaching staff how to help employees build a variety of resources**



# Ohio Employer Resource Network®

## How you can help your new ERN® be successful:



- ☀ Attend Workplace Stability training
- ☀ Follow best practices for onboarding the Success Coach to your specific organization
- ☀ Work with your lead agency and Ohio ERN to leverage community connections and support your employees
- ☀ Include the Success Coach in things like new hire orientations, standing management and/or all staff meetings, wellness activities, etc.
- ☀ Help develop and share marketing and informational materials
- ☀ Actively encourage employees to meet with the Success Coach



**LUTHERAN SOCIAL SERVICES**  
of Northwestern Ohio

*Strengthening People in Body, Mind and Spirit*

**Contact: Traci Jaksetic**



**Contact: Lisa Smith, LCFC**



**Contact: Lisa Smith, LCFC**

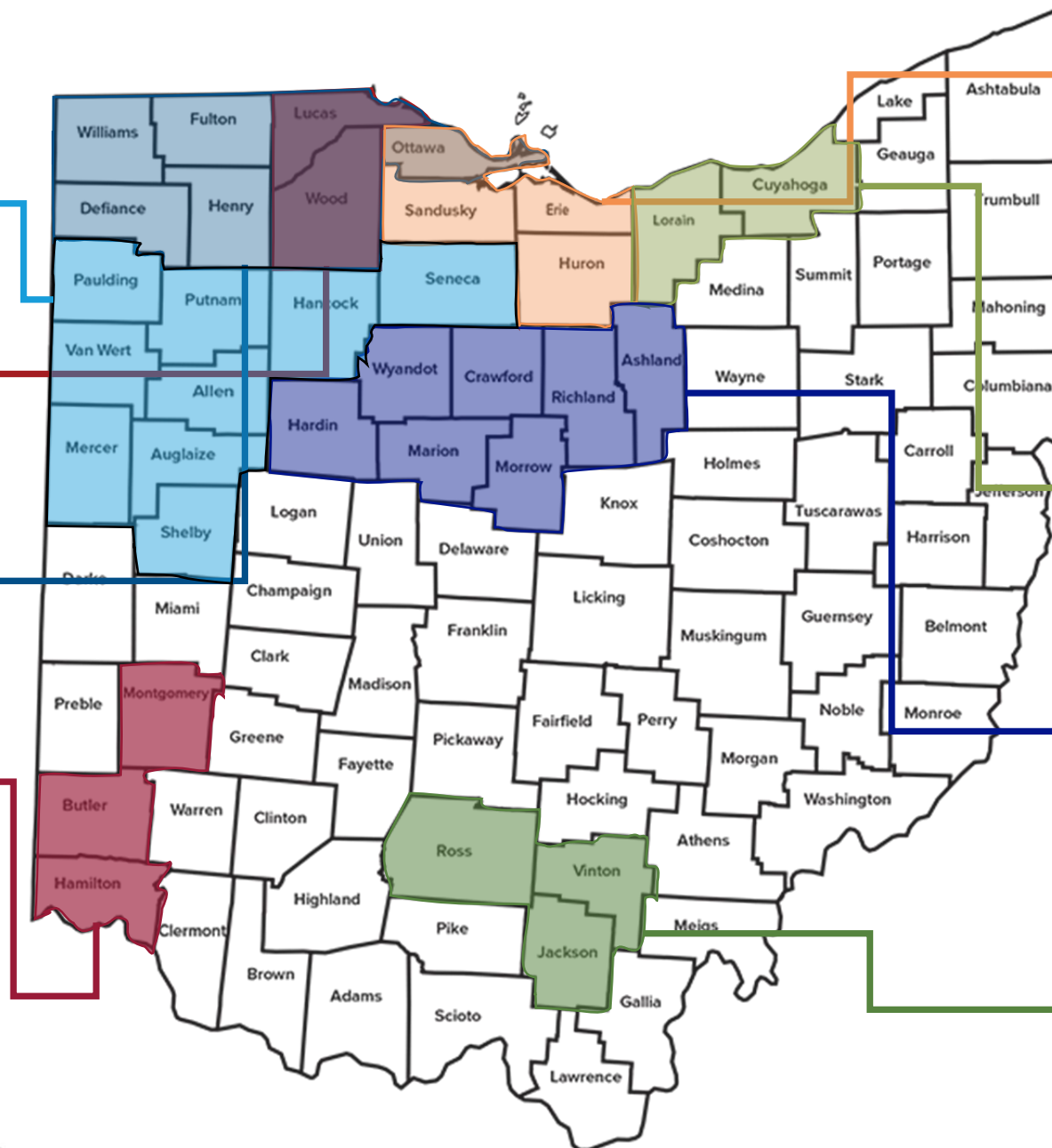


**Contact: Lisa Smith, LCFC**



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Employer Resource Network®

**For all other counties**  
**Contact: James Vander Hulst**



**Contact: Natalie Longmeier, Marion Matters**



NORTHEAST OHIO  
EMPLOYER RESOURCE NETWORK®

**Contact: Stephen MacDonald**



**Contact: Natalie Longmeier, Marion Matters**



JACKSON/VINTON COUNTY  
EMPLOYER RESOURCE NETWORK®

**Contact: Stephen MacDonald**

ROSS COUNTY  
EMPLOYER RESOURCE NETWORK®



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**95 PERCENT  
OF MY ASSETS  
DRIVE OUT THE  
GATE EVERY  
EVENING.**

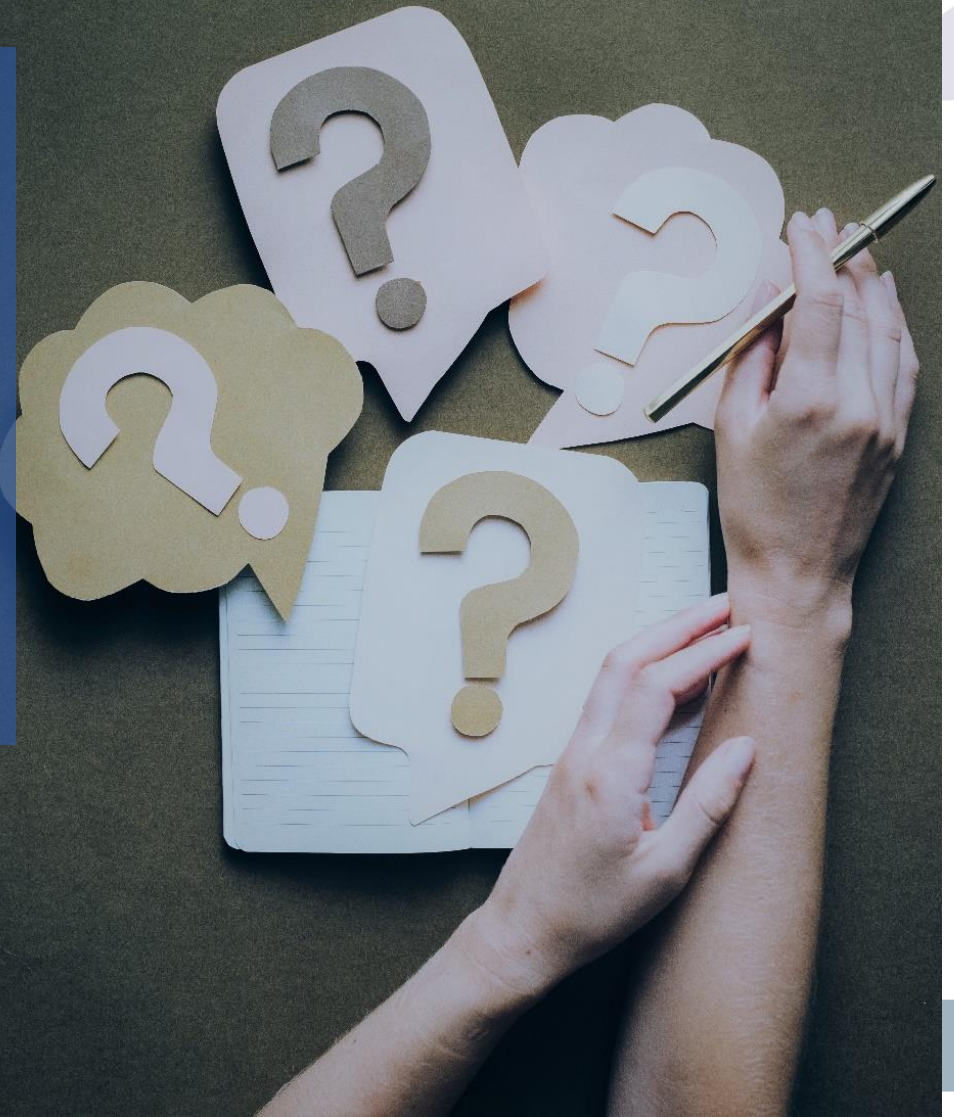
**It's my job to maintain a work environment  
that keeps those people coming back  
every morning.**

“

**Jim Goodnight  
CEO, SAS**



# QUESTIONS?



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