



Work-Life Services
Family Benefits Program Outreach
July 2013 – October 2013

A. Work-Life Services Mailbox

Beginning in August 2010, state employees have been able to email questions to us at: worklife@goer.ny.gov. Each subsequent year there has been increased usage of this service: 27 emails in 2010, 119 emails in 2011, 427 in 2012, and 433 to date in 2013. The majority of the emails are asking for NYS-Balance login information. During August and September of this year, we had 33 requests for the “Welcome to the Family” packet. When we reply to the employee’s email, we attach the WLS brochure.

B. Outreach Events

An important priority is ensuring that state employees are aware of the WLS programs and how to access them. Thus far in 2013, Family Benefits Program staff attended 60 events, which include hosting benefit tables, attending union conventions, and giving program presentations. Currently, we have 10 more events scheduled for the remainder of 2013. We attended 34 events during 2011 and 85 events in 2012.

C. New Outreach Activities

During 2013, we have expanded our outreach:

- Work-Life Services (WLS) news is now on the NYS-Balance homepage and will be updated monthly. For October, we have open enrollment information for the Flex Spending Account Program.
- WLS website updates: On the first of each month, the WLS website www.worklife.ny.gov is updated including: new program information in the center section of the homepage, a new EAP article, a new retirement tip, the NYS-Balance theme, date of the monthly webinar, and the monthly NYS-Balance flyer.
- New WLS webinar: A twelve-minute overview webinar is newly available on the WLS website. The webinar gives a brief description and general information about each of the six WLS programs.
- WLS mailings: In August, new WLS brochures and posters were mailed to state agencies, unions, the worksite child care centers, and EAP Regional Representatives. In September, Flex Spending Account Open Enrollment information was mailed to agencies, DHR, HBAs, and the child care centers, and was also given to EAP.
- WLS listserv: A listserv has just been created using the email addresses of employees who contacted us through the worklife@goer.ny.gov mailbox. Starting in October, a short email message with timely WLS program information is sent to these employees at the beginning of each month.