

NYS-Balance Program Highlights January 1, 2013 through March 31, 2013



Type of Service Usage by Union/Group Affiliation: Q1 2013 (January – December 2013)

Eligible Groups	# Employees	Work-Life Consultation Cases	Seminar Attendees	Online Visits	Educational Materials	General Information	Totals	
Council 82 - SS Unit	1,630	57	0	2	0	0	59	3.6%
CSEA	62,943	43	0	787	32	0	862	1.4%
DC-37	301	1	0	16	0	0	17	5.6%
EAP Coordinator	0	1	0	142	0	0	143	
GSEU	4,600	0	0	2	0	0	2	0.0%
M/C	9,928	19	0	373	15	0	407	4.1%
NYSCOPBA	20,708	27	0	41	0	0	68	0.3%
PEF	51,963	89	0	1,388	5	0	1,482	2.9%
UUP	33,000	9	0	231	0	0	240	0.7%
Other	0	46	0	114	0	0	160	
Total	185,073	292	0	3,096	52	0	3,440	1.9%

Q1 2013 Report Observations (January-March 2013)

- NYS-Balance consultants managed 292 Work/Life Consultation Cases. This was a significant increase compared to the last two quarters of 2012; there were 148 cases for October- December 2012 and 199 cases for July-September 2012. Most requests in this quarter were in the areas of Daily Living, Elder Care, and Child Care.
- Highest utilized areas of interest within Daily Living were Health and Wellness, Education, and Housing.
- Highest utilized areas of interest within Elder Care were Housing, Home Care, and Financial Assistance.
- Most popular within Child Care for this quarter was Child Care Centers, Day Care Centers, and Family Day Care Homes.
- Most popular online Skill Builder course was “Managing Stress”, followed by “Overcoming the Loss of a Loved One”, “Personal Financial Planning”, and “Recognizing and Managing Anger”.
- In Q1 2013, employees noted that they learned about the service from: Human Resources (28.5%), Website (25.9%), Used Service Before (21.2%), and Bargaining Unit/Union (9.9%).
- In Q1 2013, the PEF Bargaining Unit had the most work-life consultation cases (89 cases) and also had the highest utilization on the website; total Online Visits for that group was 1,388 in Q1 2013. This is a significant increase in their typical utilization of consultation cases.
- Most popular materials ordered were Adventures in Parenting, Exercise – A Little Is All It Takes, and Exercise and Physical Activity.
- Overall, NYS-Balance utilization is significantly lower again this quarter (as it was in 2012) compared with usage prior to the reduction in services.

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Top Ten Agency/Facility Usage: Q1 2013 (January- March 2013)

Agency/Facility	Events	Web Logins	Q1-Total
EAP Coordinator	1	142	143
Other-Other	0	108	108
Office of Children and Family Services - PEF	27	77	104
Office of the Medicaid Inspector General - PEF	0	98	98
Department of Taxation and Finance - PEF	0	76	76
DOT Main Office - PEF	8	67	75
Department of Labor - PEF	0	69	69
Department of Taxation and Finance - CSEA	0	57	57
Office of Temporary and Disability Assistance-PEF	1	49	50
Office of Information Technology Services - PEF	0	49	49

Top Ten Most Requested Materials: Q1 2013 (January– March 2013)

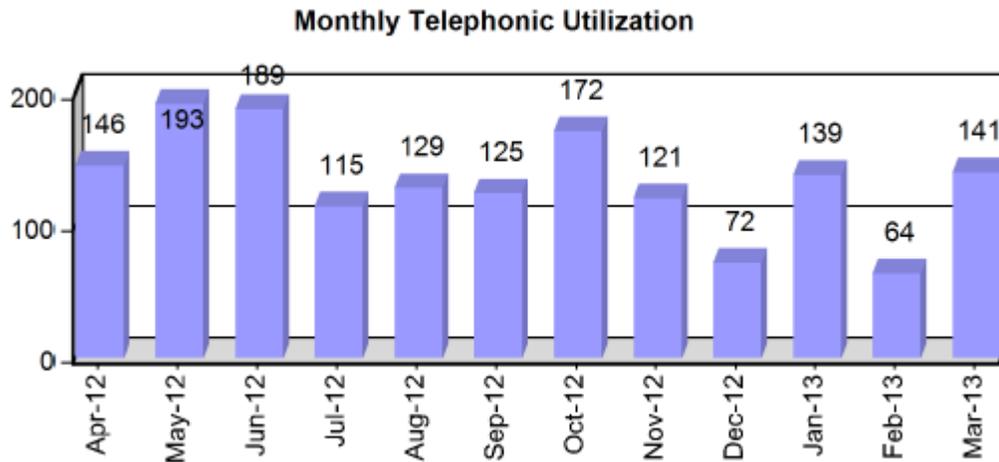
Mini Kit/Book/CD/Brochure/etc.	Jan	Feb	Mar	Q1-Total
Adventures in Parenting - NYS	3	0	8	11
NYS - Exercise: A Little Is All It Takes	5	1	4	10
NYS - Exercise & Physical Activity	5	1	3	9
Discipline and Your Child - NYS	0	0	9	9
Toys: Tools For Learning	4	2	0	6
Caregiving: How to Get Family Involved	0	0	6	6
Navigating the Teen Years	5	0	0	5
Choking Prevention and First Aid	2	0	3	5
Elder Care Handbook	0	0	5	5
Funding Education Beyond High School	0	0	5	5

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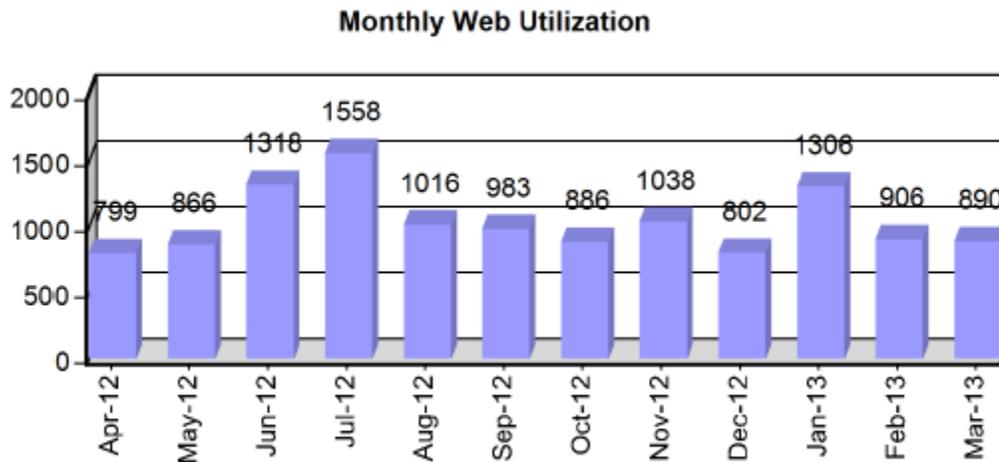
Web Page Hits, Top Twenty Areas: Q1 2013 (January-March 2013)

Division	Content Category	Period	Total	Period %
Homepage	Monthly Feature	5,335	5,335	40.2%
Balancing	Relationships	973	973	7.3%
Working	Workplace Productivity	967	967	7.3%
Living	Financial	837	837	6.3%
Thriving	Health Challenges	707	707	5.3%
Homepage	News	700	700	5.3%
Balancing	Mental Health	580	580	4.4%
Balancing	Personal Growth	483	483	3.6%
Homepage	Seminars	370	370	2.8%
Parenting	Parenting	297	297	2.2%
Living	Legal Forms	271	271	2.0%
Living	Legal	248	248	1.9%
Thriving	Healthy Eating	239	239	1.8%
Parenting	Developmental Stages	213	213	1.6%
Aging	Planning the Future	205	205	1.5%
Living	Home Buying or Selling	200	200	1.5%
Aging	Adults With Disabilities	176	176	1.3%
Aging	Aging Well	168	168	1.3%
Thriving	Women's Health	160	160	1.2%
Living	Home Improvement	151	151	1.1%
Total		13,280	13,280	

Trend Analysis
Total Usage: 12 Month Trend



Monthly telephonic utilization includes each time an employee contacts a NYS-Balance consultant via telephone, Assisted Search or Live Connect, or orders educational materials via fax or online.



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Educational Seminars – Q1 2013 (January - March)

Event Date	Time	Seminar Title	# of Attendees	Agency/ Seminar Location	Seminar Location	Bargaining Unit(s)	Facilitator Name	NYS Contact Name
1/17/2013	12:00pm -1:00pm	Maximizing Your Day: Effective Time Management	127	Monthly Webinar	Webinar	All	Jennifer Alfonso	
2/21/2013	12:00pm -1:00pm	Keep Your Love Alive	48	Monthly Webinar	Webinar	All	Tiffany Lymon	
3/21/2013	12:00pm -1:00pm	Building Resiliency 101	88	Monthly Webinar	Webinar	All	Gail Parsons	

Contract Updates

During January and February 2013, Workplace Options (WPO) continued to provide NYS-Balance services despite the lack of a renewed contract. In mid March, the contract extension was formally executed for the time period January 1, 2013 through December 31, 2015. The extension is at a reduced cost with some ongoing reductions in service, but outreach materials and worksite seminars were reinstated. In addition to the regular monthly work, which includes developing a new flyer, updating the website with a new topic, and customizing the planned webinar, WPO staff has been working closely with WLS staff on the following:

- Work-Life Services posters and brochures were revised and will be mailed to agencies this summer or fall once approved. The NYS-Balance brochure will be updated over the summer.
- New promotional items with the NYS-Balance or Work-Life Services logo were ordered from an M/WBE firm. These items will be handed out by WLS staff at various events (benefit fairs, delegate assemblies, seminars, workshops, etc.)
- A revised 30-minute format for the monthly webinar was piloted during the month of May for the topic *Staying Fit at Work*. Two thirty-minute sessions were offered in an effort to better accommodate employees’ work schedules. Given the comparatively high number of attendees (134 altogether), we are exploring holding future webinars in this shorter format.
- Workplace Options is currently reviewing their supplies of educational materials as WLS staff requested different resources be offered to employees.
- A flyer was created and worksite seminars hosted by EAP coordinators are being scheduled. WPO must use M/WBE presenters for half of these seminars.
- An invitation was issued to EAP coordinators to participate in a NYS-Balance overview webinar on June 17 and to Directors of Human Resources and staff for a similar webinar on June 18.
- The NYS-Balance homepage News now reflects news from the WLS homepage and testimonials will be added to the website.
- We are looking into ways to promote the 98 online Skill Builders courses.