



Work-Life Services
Family Benefits Program Outreach
January 2014 – June 2014

A. Work-Life Services (WLS) Mailbox

State employees have been able to email us at worklife@goer.ny.gov since August 2010. Each subsequent year there has been increased usage of this email address: 27 emails in 2010, 119 emails in 2011, 427 in 2012, 619 in 2013, and 216 thus far in 2014. The majority of the emails are asking for NYS-Balance login information. When we reply to employees, we attach the WLS brochure. Emails for 2014 are:

January 2014	77
February 2014	45
March 2014	36
April 2014	36
May 2014	22
TOTAL	216

B. Outreach Events

An important priority is ensuring that state employees are aware of the WLS programs and how to access them. To date in 2014, Family Benefits Program staff attended 28 events, which include hosting benefit tables, attending union conventions, and giving program presentations. Recently, WLS presentations were given at the DOCCs Women’s Conference in March and the CSEA DOCCs conference in May.

C. Outreach Activities

- The WLS website www.worklife.ny.gov is updated on the first of each month.
- A twelve-minute WLS overview webinar is available on the WLS homepage.
- The updated WLS brochure is available on the WLS homepage.
- NYS-Balance mailing: In January 2014, the new NYS-Balance brochures and posters were mailed to state agencies, unions, and EAP Regional Representatives.
- A new NYS-Balance flyer is emailed to DHR, EAP Reps, and the WLS Board each month
- WLS listserv: A short message with timely program updates is sent monthly to those employees who contact us through our WLS mailbox. As of June 1, 2014, the list included 480 members.
- An e-version of the NYS-Balance brochure is available on the NYS-Balance home page and WLS news is updated monthly on the NYS-Balance homepage.
- In May, we sent the worksite centers offering summer camps a DCAAccount flyer so they could help educate employees about using a change in status to enroll.