

---

## New England Work & Family ASSOCIATION

---

Contact: Jennifer Fraone

[jennifer.fraone@bc.edu](mailto:jennifer.fraone@bc.edu)

617-552-2862

[www.bc.edu/cwf](http://www.bc.edu/cwf)

### Our Mission

The mission of the New England Work & Family Association (NEWFA) is to foster collaboration among its members to create and sustain employer workforce efforts that effectively meet both employee and business needs. Our goal is to build more productive, healthier workplaces for the benefit of employers, employees, families, and the community.

### What We Offer

NEWFA was established in 1992 to help employers understand and address the complex work-life challenges facing today's workforce. NEWFA provides a forum and resource base for organizations interested in becoming more progressive in their human resource practices. Our meetings, research, education, and information services cover a broad range of topics of interest to organizations who seek to become "an employer of choice." Topical areas of interest include increasing employee engagement and resilience, changing organizational culture, flexible work options, diversity, and career development over the lifespan.

We serve as a way for members to meet and learn from each other. Through our quarterly meetings, listserv, monthly updates and web site, NEWFA members benefit from up-to-the-minute information and research. As part of the Boston College Center for Work & Family at the Carroll School of Management, all NEWFA members benefit from the Center's in-depth, continuing research and expertise.

**NEWFA Meetings** - NEWFA meets quarterly for a half-day session featuring experts, scholars, and/or practitioners, as well as plenty of time reserved for networking and best-practice sharing among members. Our most recent and upcoming meetings include:

- *March 2009 – The Link Between Work-Life and Social Responsibility*
- *June 2009 – Member Showcase: Innovations in Work-Life*
- *September 2009 – Joint Session with the National Work & Family Roundtable: Flexibility for Hourly Workers*
- *December 2009 – Family Responsibilities Discrimination*
- *March 2010 – Keeping Employees Engaged in Difficult Times*
- *June 2010 – Supporting Special Populations in Your Workplace*
- *September 2010 – CWF 20<sup>th</sup> Anniversary Work-Life Conference*
- *December 2010-The Sandwiched Generation and Eldercare*
- *March 2011-Engaging Your Remote and Flexible Workforce*
- *June 2011-Engaging Men in the Work-Life Conversation*
- *September 2011-NEWFA Member Showcase*
- *December 2011- Wellbeing and Work: Toward a Balanced Agenda*

**Listserv** – The listserv enables members to stay connected and exchange information between meetings. A member may post a question at any time and other members respond as appropriate. Responses are then archived for easy retrieval on our members-only website. Recent topics include:

- Health Risk Assessments
- Alternative Work Arrangements
- Tips for Managers Regarding Layoffs
- Back-up Child Care Reimbursement

### Our Member Companies

#### New England Sponsoring

Analog Devices  
Blue Cross Blue Shield of MA  
Fidelity Investments  
Loomis Sayles and Co., L.P.  
MITRE Corporation  
State Street Corporation  
Sun Life Financial

#### New England Partners

Baystate Health, Inc.  
Blum Shapiro & Company, P.C.  
Boston College  
Brandeis University  
Bright Horizons Family Solutions  
Cambridge Savings Bank  
Charles Stark Draper Laboratory  
The Clarks Companies, N.A.  
Cubist Pharmaceuticals, Inc.  
EMC Corporation  
Ernst & Young  
Federal Reserve Bank of Boston  
FM Global, Inc.  
Grant Thornton LLP  
Hachette Book Group  
HarborOne Credit Union  
Harvard Business School Publishing  
Harvard University  
Hill Holliday  
Houghton Mifflin Harcourt Publishing  
John Hancock Financial Services  
Johnson & Johnson  
KPMG LLP  
Marriott International  
Massachusetts Institute of Technology  
Massachusetts Medical Society  
Massachusetts Port Authority  
Omgeo, LLC  
Partners HealthCare System, Inc.  
Pitney Bowes Inc.  
Procter & Gamble  
PricewaterhouseCoopers  
PTC  
Raytheon Company  
Senior Aerospace Metal Bellows  
Sensata Technologies  
Suffolk University  
The Hartford  
Timberland Company  
TJX Companies  
UMass Medical School

## Research & Publications – Selected Examples

- *Overcoming the Implementation Gap: How 20 Leading Companies are Making Flexibility Work* A comprehensive case study of successful workplace flexibility initiatives and what makes them effective.
- *The New Dad Research Series* includes the 2010 qualitative study *Exploring Fatherhood Within a Career Context* and the 2011 quantitative study *The New Dad: Caring, Committed and Conflicted*
- *The Work-Life Evolution Study* assesses the patterns of change in workforce management strategies over time and explore the trends and forces that will catalyze the field moving forward.
- *Executive Briefing Series* – The Executive Briefing Series highlights research findings, data trends and best practices in a concise format, aiming to foster action-oriented dialogue in organizations. Examples include:
  - *Creating Tomorrow's Leaders: the Expanding Roles of Millennials in the Workplace*
  - *Exploring Diversity: Race and Culture in the Inclusive Workplace*
  - *The Multi-Generational Workforce: Management Implications and Strategies for Collaboration*
  - *Building the Business Case for Work-Life Programs*
  - *Creating a Culture of Flexibility*
  - Global Executive Briefings including *Work-Life in Brazil, China, Russia, India, Japan, Sweden*

## Membership

### **New England Leader** (5 Organizational Representatives) – \$5,000

- Be among the first! This level of sponsorship entitles your company to be prominently featured on NEWFA materials as a top supporter of work-life in addition to all the benefits of Sponsoring Members.

### **New England Sponsoring** (4 Organizational Representatives) – \$2,500

- In addition to all the great benefits of New England Partners, your organization will:
  - Invite more representatives of your organization to take part in NEWFA activities
  - Have the opportunity to participate on the NEWFA Steering Committee
  - Receive an invitation to participate in select National Work & Family Roundtable events, including a portion of the Fall Meeting in Boston
  - Complete the Standards of Excellence Index and receive a complimentary Benchmarking Report and Guide to Using Your Results

### **New England Partner** (2 Organizational Representatives) – **\$695 Corporate or \$495 Non-Corporate**

- Our most popular membership option-**Great Value!**
- Boston-area quarterly meetings on relevant work-life topics
- Benchmarking and networking opportunities with other leading New England Employers
- Virtual connection via monthly updates, member listserv and **NEW** Virtual Roundtable
- Comprehensive NEWFA members' only web site with an online member directory, listserv archive, benchmarking lists, meeting minutes, and other helpful information
- Discounts on Center Executive Education Workshops
- Select Complimentary Center Publications including the *Executive Briefing Series*

## About the Boston College Center for Work & Family

Since its founding in 1990, the Boston College Center for Work & Family has been a national leader in helping organizations create effective workplaces that support and develop healthy and productive employees. We are fortunate to count many of the world's most progressive companies in the work-life arena as our members in the Global Workforce Roundtable, the National Work & Family Roundtable, and the New England Work & Family Association. The Center is part of BC's Carroll School of Management which is ranked nationally among the top 35 business schools in the country. The Center is a leader in the field, especially in the areas of:

- ***Building a bridge between the worlds of academic research and corporate practice*** - The Center brings academics and practitioners together to stimulate an ongoing dialogue.
- ***Cultural change perspective*** - In order for an organization to fundamentally change its workforce management culture, three critical elements need to be actively engaged and aligned: HR programs and policies, the vision of senior leaders and line managers, and management of individuals' careers.