

SUPPORTING RETENTION AND PRODUCTIVITY AT FIRST NATIONAL BANK OF OMAHA



CHALLENGE:

To support and preserve productivity among the subset of employees with college-bound students during their child's college application process

SOLUTION:

FNNI engaged **Bright Horizons**® to limit the impact of the admissions process on job performances by providing employees access to knowledgeable guidance from former college admissions officers. Critical issues addressed: creating a college list, essay writing, strategies for standardized tests, and how to know you've found the right school.

“Our people have jobs and busy lives. When they talk about the help they got from *Bright Horizons College Coach*®, I can definitely see how it can translate to productivity. And it's really powerful to me when I hear their stories.

— Meghan Thom, Senior Analyst,
Total Rewards, FNNI

BENEFITS REALIZED

- Access to one-stop resources saved employees time
- Information available without searching through numerous books and websites preserved productivity
- Clear strategies for successful application process prevented distraction
- First-hand information from trusted, knowledgeable resources conferred confidence about decisions
- Concrete advice avoided stress over the impact of guess work
- Valued benefit supports loyalty

ONE EMPLOYEE'S STORY



College acceptance is a leading concern for today's working parents. But with millions of students applying, and many desirable schools rejecting more than 90 percent of applicants, the admissions process often causes the kinds of distractions that get in the way of work performances. In fact, 70 percent of employees say that outside stresses significantly hamper their productivity¹.

This was the case for FNNI Mortgage Loan Service Provider Lisa Blankman. A mother of four, Lisa was spending hours on do-it-yourself research to help her first child apply to college. A significant challenge was

“There are so many different books out there and so many different rankings, you're just not sure where you should go. To have someone who had actually been to Chaminade and gotten first hand knowledge... that saved me a lot of time and worry.”

— Lisa Blankman, FNNI

her son's interest in Chaminade University in Hawaii, a far-away college with which Lisa was completely unfamiliar. The school offered her son the promise of a significant scholarship. But the task of confirming the quality and safety of the school — and knowing which resources to trust to do so — was consuming a lot of her physical and mental energy.

FACTS ABOUT COLLEGE ADMISSIONS

- College applications are up more than **60 percent** since 2002²
- College admissions related tasks take an average of **two hours of work time** each week³
- One quarter of respondents whose children are in college spent **more than 10 hours** on tasks related to their child's college admissions process while they were at work.

FACTS ABOUT COLLEGE COACH & PRODUCTIVITY

- More than three quarters of Bright Horizons College Coach[®] users say it **helps them focus** on their job
- 86 percent say it **reduces stress**
- More than half say it **positively impacts their productivity**



To learn more, contact

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brighthorizons.com/at-work

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¹ http://media.npr.org/documents/2014/july/npr_rwfj_harvard_stress_poll.pdf | ² 2012 State of College Admissions, NACAC | ³ Lasting Impact of College Coach, 2013