



FAMILIES AND WORK INSTITUTE

20th Anniversary: 1989-2009

Twenty Years of Research to Live By

THE MISSION

Families and Work Institute (FWI) is a nonprofit, nonpartisan research organization that studies the changing workforce, family and community. As a preeminent think-tank, FWI is known for being ahead of the curve, identifying emerging issues, and then conducting rigorous research that often challenges common wisdom, provides insight and knowledge, and inspires and leads to change. **Our purpose is to create research to live by.**

THE WORK

Families and Work Institute was co-founded in 1989 by Ellen Galinsky, currently president of the Institute, and Dana Friedman. Our work focuses on three major areas: the workforce/ workplace, youth and early childhood.

The issues that Families and Work Institute tackles are broad and timely, affecting life on and off the job. Our current projects focus on:

- the effective workplace;
- leaders in a global economy;
- comparisons among working conditions in the E.U. and U.S.;
- talent management;
- workplace and career flexibility;
- gender and generation in the workforce;
- overwork in America;
- the health of the American workforce;
- improving the financial assets of low-wage workers;
- early learning and education;
- the views of youth on work and family;
- family caregivers of the elderly;
- working in retirement; and
- the aging workforce.

Ultimately, the Institute's work benefits American employers and employees, their families, their communities, and the institutions that support them.

The research we conduct takes the very real questions that arise from living in today's world and turns them into studies that can inform and affect new ways to think and act at every stage of our lives.

Ellen Galinsky, President and Co-Founder
Families and Work Institute

THE IMPACT

The impact of Families and Work Institute's work can be felt in every sector of society. We:

- conduct the ongoing *National Study of the Changing Workforce* (1992, 1997, 2002, 2008), the largest and most comprehensive ongoing study of the U.S. workforce, a study that is widely used by business to understand and respond to workforce trends as they emerge;
- conduct the ongoing *National Study of Employers* (1998, 2005, 2008), one of the most comprehensive ongoing studies of how employers are responding to the changing workforce;
- conduct seminal studies on "hot" topics, such as *Generation & Gender in the Workforce*, *Overwork in America*, *Leaders in a Global Economy* and *Talent Management*;
- coin the language that becomes widely used in describing trends, such as "work-centric," "dual-centric" and "family-centric" in describing the priorities of today's employees, "time-famine" in drawing attention to an employee experience or "intentional" teaching and parenting in summarizing the components of effective care and teaching;
- convene the annual Work Life Legacy Awards since 2004 to document the history of the work life movement, filming and widely sharing the stories of the extraordinary men and women who have created this movement as a living archive of the accomplishments of our past and a source of inspiration for the leaders of the future;
- spearhead work on the multi-generational workforce, economic supports for low-wage and entry-level workers, the aging workforce and changes in the workplace and medical systems that will better respond to the aging population;
- serve as a founding member of The Conference Board's Work Life Leadership Council since 1983, a group FWI has led since its formation and that has been instrumental in creating new ways to help employers and employees make work "work;"
- host the annual Work Life Conference—the thought-leader conference in the work life field—with The Conference Board since 1985;
- bring the best research, thinking and practices to professionals in Work Life, Diversity, HR, Human Capital Development, Women's Leadership, Employee Relations, Management Training, and Business Strategy at top-level national and global companies through our Corporate Leadership Circle (CLC);
- are creating a multi-media campaign on early learning for launch in 2009-2010 called *Mind in the Making: The Science of Early Learning*; convened a conference on early brain development in 1996 at the University of Chicago that changed attitudes toward early childhood and directed a national campaign on early learning, resulting in improved practices and increased action;
- write numerous books, including the first book on parental development, *The Six Stages of Parenthood*; and
- amplify young people's voices through the *Ask the Children* studies—examining their surprising views on working parents, their future employment, violence, and learning—all studies that led to change.

In sum, Families and Work Institute is ahead of the curve, identifying emerging issues, and then conducting rigorous research that often challenges common wisdom, provides insight and knowledge, and inspires and leads to change.

Our impact results from our being strategic and results-driven. We have conducted hundreds of studies that are widely used; among the IOI PDFs of our research and reports posted on our website, over 62,000 downloads of our research occurred last year (or 170 per day).

Over the past year, we were quoted or appeared in the media 795 times, averaging more than twice a day. In addition, 222 of these were in the top ten media markets in the country, averaging one every day and a half. Articles using our data appeared in many of the nation's top newspapers: *The New York Times*, *The Wall Street Journal*, *The Chicago Tribune*, *The Houston Chronicle* **and the** *Los Angeles Times*. In addition, many top magazines and Web sites quoted our research, including *Forbes*, *U.S. News and World Report*, *MSNBC.com* and *CNN.com*. In the past year, we had 669,449,277 media impressions (or an average over 1,834,107 media impressions per day). The coverage we have received over the past four years, based on media outlet circulation rates and reach, is the equivalent of \$29 billion in ad space.

Our impact results in our taking our research to action. We now have three projects that directly apply our research:

With **When Work Works** (funded by the Alfred P. Sloan Foundation), we are in 36 communities/states in the country, representing close to half of the nation's population, where groups of community leaders work to create more effective workplaces and honor the achievements of those employers that do by giving the Sloan Awards, an award that is based on a rigorous study of both employers and employees. The Sloan Award Winners in 2008 on average rank in the top 5% of employers nationally with 56% of the Winners ranking in the top 2%, when compared with national data.

With the **Supporting Work Project** (funded by the Ford Foundation), we have funded 11 community and national leadership groups to work with employers and community leadership groups to apply FWI's research on the low-wage and -income population and help move them out of poverty. An evaluation of these experiments is being conducted by FWI in collaboration with MDRC, a nonprofit, nonpartisan education and social policy research organization.

With **Mind in the Making** (funded by a consortium of funders), we will be in a quarter of the states by 2010, implementing Mind the Making Learning Modules for Early Childhood Teachers. These Learning Modules bring videos of the best actual studies of children's learning and apply them to teachers' practices. An independent study conducted by the University of Pittsburgh revealed these modules significantly improved teacher quality.

Families and Work Institute insists on driving our own agenda, on doing work we truly believe in, on doing work of the highest quality, and on achieving results. Our hope is that, together and with your help, we can maintain our commitment to excellence in providing **research to live by** for decades to come.