

CLIENT SUCCESS STORY



WORKPLACE CHALLENGE

Michigan State University's environment is governed by strong Midwestern values and an "I can do it myself" confidence. So, it's no surprise that most Michigan State University benefits—including work-life services—have historically been provided by internal partners and liaisons.

Prior to working with Care@Work, an internal liaison managed and delivered work-life services for faculty, staff and students for more than 14 years. But after quality issues arose with their on-campus child care service, MSU decided it was time to look outside their walls for quality, expertise and options. That's when they turned to Care@Work.

EVALUATION

Soliciting an external vendor for work-life services was a big step for the University, and they were explicit in defining their needs and requirements. Their Work-Life Liaison and Evaluation Committee felt particularly strong about the ability for faculty to use the service while traveling to arrange care for aging parents in other states. Ultimately, they were looking for a high-quality solution that would address each of the diverse, generational needs of their faculty, staff and students across campus and all over the country. This solution also needed to be accessible from one, easy-to-use website.

Care@Work's breadth and depth of services, thorough safety procedures, and geographic scope ticked all the boxes, and the partnership began.

care@work
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MICHIGAN STATE
UNIVERSITY

OUTCOME

Upon program launch, students, faculty and staff began utilizing Care@Work immediately. While 75% of users have used the service for Child Care purposes, the University was also pleased to see that 25% were using the site for other types of care, including Senior Care and Housekeeping.

When surveyed, 100% of faculty and staff reported they would recommend Care@Work to colleagues. Michigan State University believes this is a result of offering a relevant, high-quality, easy to use service that directly answered their university community's work-life demands. MSU's high engagement and utilization rates are further supported by their continuous internal marketing efforts, with ongoing training and tools provided by Care@Work.

EMPLOYEE TESTIMONIALS

"Thank you for supporting us with such a great service. Care.com definitely provides me with the confidence to hire a nanny."

— **Shana K. Michigan State University**

"I used Care.com to find my provider... it was a great tool for screening and communicating with potential providers. Thanks for the awesome resource! I would recommend it to anyone, and actually have several times!"

— **Careen L. Michigan State University**