

# Outreach & Engagement Web & Social Media

- **Website Visits**

- New users: 9,135
- Returning users: 6,081

- **Social Media and Email**

- Facebook Cumulative Reach: 947
- Facebook Page Impressions: 2,012
- Top Post: *"WBDC Webinar: How to Register"*
- Instagram Reach: 282
- Emails Sent: 674,726
- Emails Opened: 128,197



# Outreach & Engagement - Webinars

- **Past Engagement Events**

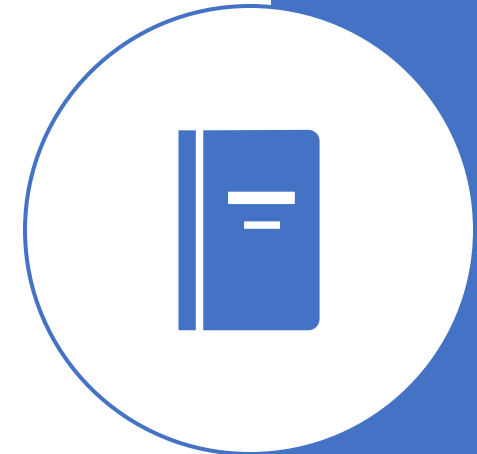
- Shipman & Goodwin 10/8
- WBDC Roundtable Series #2 – Sole Proprietor/Small Business 10/14
- WBDC Roundtable Series #3 - How to Register your Business 10/21
- The Alliance for Non-profit Growth and Development 10/21
- CWEALF Webinar – 10/22
- MDC – Minority Construction Business Owners Industry Update – 10/28
- Greater New Haven Chamber of Commerce - 10/28

- **Scheduled**

- CT Gay & Lesbian Chamber of Commerce – 11/5
- Insurance Association of Connecticut – 11/5
- Hartford Public Library – 11/6
- CT Association of Human Underwriters – 11/10
- Greater Hartford NAACP – 11/10
- Northwest Chamber of Commerce – 11/12
- United Way Community Partners – 11/12

- **In Development**

- DECD Series for Minority Owned Small Businesses/Business Advisors
- Society of Human Resource Management (December)
- CT Retail Merchants Association
- CT Restaurant Association



# How Are We Doing?



## EDUCATE AND ENGAGE THE COMMUNITY ABOUT THE PAID LEAVE PROGRAM

- More than 50 webinars held
- Article in Hartford Business Journal
- Advertising secured with HBJ, NHBJ



## SUPPORT EMPLOYERS WITH EFFECTIVE REGISTRATION AND CONTRIBUTION SETUP

- Pilot group launched
- Registration ready on 11/12
- Collateral materials developed



## ASSIST EMPLOYEES WITH NAVIGATING THE BENEFITS PROCESS

- 211 Contact Center established
- Website enhanced with accessible resources



## ADDRESS AND AMELIORATE THE CONCERNS OF EACH CONSTITUENCY

- Employer toolkit developed
- Private plan toolkit developed
- Events calendar in development



## SUFFICIENT REVENUE TO SUPPORT PROGRAM

- Actuarial analysis completed