

**Outreach and Engagement Committee
Paid Family and Medical Leave Insurance Authority
Friday, November 6, 2020, 9 -10:30 am**

Join Zoom Meeting

<https://zoom.us/j/91488729505?pwd=Q1REVGpobUIEWIIRMnZpb015aFRUdz09>

Meeting ID: 914 8872 9505

Passcode: 749227

One tap mobile

+19292056099,91488729505# US (New York)

- I. Welcome and Call to Order Molly Weston Williamson

- II. Approval of October 2, 2020 meeting minutes Molly Weston Williamson
https://portal.ct.gov/-/media/DAS/Communications/PFMLI/Minutes-and-Agendas/2020/Outreach-and-Engagement/PFMLI_OE_Minutes_10_02_2020.pdf

- III. Outreach and Engagement Step-back and Look Ahead Andrea Comer
 - a. Step-back
 - i. Website Launch – Statistics and Analytics
 - ii. Social Media and Email – Statistics and Analytics
 - iii. Past Engagement Events
 - 1. Shipman & Goodwin – 10/8
 - 2. WBDC Roundtable Series #2 Sole Proprietor/Small Business – 10/14
 - 3. WBDC Roundtable Series #3 How to Register Your Business – 10/21
 - 4. The Alliance for Nonprofit Growth and Development – 10/21
 - 5. CT Women’s Education & Legal Fund – 10/22
 - 6. Greater New Haven Chamber of Commerce – 10/28
 - 7. Metropolitan District Commission Minority Construction Business Owners Industry Update – 10/28
 - iv. Lessons Learned
 - b. Look Ahead
 - i. Upcoming Events
 - 1. AARP & CT Gay & Lesbian Chamber of Commerce – 11/5
 - 2. Insurance Association of Connecticut – 11/5

3. Hartford Public Library – 11/6
 4. CT Association of Health Underwriters – 11/10
 5. Northwest Chamber of Commerce 11/12
 6. United Way Community Partners – 11/12
 - ii. Strategic Outreach Plan – Follow-up
 1. CTPL-hosted webinars
 2. Agency Partner Outreach
- IV. Personnel Changes
- a. Consulting
 - i. Patty McQueen – External Communications
 - b. Staff Positions
 - i. Senior Marketing Director
- V. Old Business Molly Weston Williamson
- VI. New Business Molly Weston Williamson
- VII. Adjourn Molly Weston Williamson