

**Outreach and Engagement Committee  
Paid Family and Medical Leave Insurance Authority  
Thursday, May 20, 2021, 9 -10:30 am**

**Participating Voting Members:** Adrienne Cochrane, Glendowlyn Thames

**Participating Nonvoting Members:** Eva Bermudez Zimmerman

**Absent:** Sal Luciano, Molly Weston Williamson, Justin Zartman

**CT Paid Leave Staff:** Andrea Barton Reeves, Andrea Comer, Amber Forrest, Kathy Mychajluk, Jessica Vargas

**1. Call to Order & Welcome**

Eva Bermudez Zimmerman, presiding committee chair, called the meeting to order at 9:00am.

Amber Forrest took attendance of the committee members by roll call and verified there were not enough members present to confirm a quorum.

Eva Bermudez Zimmerman acknowledged the members of the public attending the meeting.

**2. Review & approval of the [April 15, 2021 meeting minutes](#)** - to be reviewed at the next meeting.

**3. Outreach and Engagement Updates**

Andrea Comer provided an update on website performance metrics in April which included top page views, site referral sources, device access type, and top posts.

Jessica Vargas provided an update on email deployments with a spike in April due to extra emails sent regarding first quarter payments due and a mailer to HR professionals. Email open rates are still very strong. Social media continues to be very active and reach via Facebook reached 380,381, LinkedIn at 18,052 and Instagram at 5,171.

Andrea Comer noted that the Authority will be sending a mailer to unregistered business in both English and Spanish that contains a QR code which can be scanned and will take the employer right to the [ctpaidleave.org](http://ctpaidleave.org) employer registration page. As restrictions due to Covid-19 lift, the Authority will have a presence at large scale events. Other outreach strategies include continuing radio messages, launching community newspaper messages, growing business ambassadors, and developing messaging for workers towards the end of summer. Andrea Comer shared a video which will be posted on the Authority's social media platforms to remind employees what paid leave is and how family comes in many forms.

**4. Personnel Changes**

Andrea Comer provided an update on the search for an outreach coordinator noting that the Authority is narrowing down candidates.

**5. Old Business**

None

**6. New Business**

Glendowlyn Thames thanked the Authority for the thorough updates and all the work they are doing.

**7. Adjournment**

The meeting ended 9:14am.