

Outreach and Engagement Committee
Thursday, October 21, 2021, 9 -10:30 am

Committee Members in Attendance via Electronic Device: Eva Bermudez Zimmerman, Adrienne Cochrane, Glendowlyn Thames, Molly Weston Williamson, Justin Zartman

Committee Members Absent: Sal Luciano

CTPL Members in Attendance via Electronic Device: Nancy Barrow, Andrea Barton Reeves, Amber Forrest, Kathy Mychajluk, Jessica Vargas

Welcome and Call to Order

Committee Chair, Molly Weston Williamson called the meeting to order at 9:00 AM and confirmed the existence of a quorum.

Approval of meeting minutes

Chair asked the committee for a review of the [September 16, 2021 meeting minutes](#) for adoption.

Justin Zartman motioned, Glendowlyn Thames seconded the motion, none were opposed there were no abstentions, the motion carried.

Outreach and Engagement Updates

Jessica Vargas provided a Power Point Presentation to overview updated in outreach efforts and strategies.

The committee requested the presentation be shared with the board

The committee went into discussion on to explore other forms of outreach:

- Metro North, both in the waiting areas and on the cars
- YWCA Early Childhood Center Lobby could play basic information on monitors
- News/print publications to target specific population for end users
- Change the language on some items about the “Employer determines eligibility’ to Rephrase Discussed CTPL with BOE's to see how they can work together to get information out
- - Placing flyers in student backpacks if the Authority’s budget allows
 - Placing items on the bulletin board within the teachers’ lounge
 - Request Teachers to make mention of different services available during Parent Teacher conferences
 - Superintendents can add to the Teacher training
- Boys and Girls Clubs



- Participating in Neighborhood Revitalization Zone meetings to speak to residents and hand out flyers in English and Spanish

In response to question from the committee regarding health care provider outreach, Nancy Barrow has been compiling contacts and reaching out to those contacts to build relationships and provide information to their staff and HR departments.

Update on RFP's

Jessica Vargas provided an update on the 3 Request for proposals that were posted the beginning of the month.

- Podcast, received 2 submissions
- Community Ambassadors for grass roots outreach, 2 submissions
- Public/Media Relations firm for publications, televised interviews, 7 submissions

Jessica Vargas, Andrea Barton Reeves and Nancy Barrow will be meeting tomorrow to review these submission, scheduling of interviews to come next week, and contracts to be awarded the first week of November.

Of the 2 Community Ambassadors RFP submissions received, one was very expensive and the other seems focused more in New Haven so we may need to re-post to seek a broader range.

Andrea Barton Reeves agreed that the Neighborhood Revitalization Zones may be very helpful as we can't get door to door during the pandemic.

Jessica Vargas also reported that the Authority currently has a UConn Encore fellow joining the team who will be helping us through December with a project where they will use different sources to create a comprehensive list of as many businesses as possible by going to town halls to obtain records of their businesses with the goal that we may reach out them to provide support for the unregistered.

Old Business- None

New Business-

Andrea Barton Reeves noted that in thinking of the ways the Authority can reach workers, they decided they are going to move the Worker targeted webinars to Facebook live to make sure workers have access as many may not have zoom.

Adjourn

Chair asked the committee for a motion to adjourn. Justin Zartman motioned, and Adrienne Cochrane seconded the motion. None were opposed, there were no abstentions, the motion carried, and the meeting adjourned at 9:47 AM

