

PAID FAMILY and MEDICAL LEAVE INSURANCE AUTHORITY

AGENDA

Outreach & Engagement Committee

Conference Call Only

1-866-905-7802 PC: 64292839

Host: 48329189

Wednesday, March 18, 2020

2:30 p.m. – 3:30 p.m.

- 1. Call to Order**
- 2. Review and approval of the high-level committee workplan for the next two-three months**
- 3. Creating marketing and communications strategy – 90 day plan**
- 4. Developing a website – timeline, content, messaging**
- 5. Managing requests for speaking engagements and appearances**
- 6. Meetings with key stakeholders - strategy, approach and timing**
- 7. Setting regular meeting dates**