

**Outreach and Engagement Committee
Paid Family and Medical Leave Insurance Authority
Friday, October 2, 2020, 9 a.m.**

[Via Zoom](#)

<https://zoom.us/j/93494104675>

Meeting ID: 934 9410 4675

One tap mobile

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- I. Welcome and Call to Order
- II. Approval of [the August 19, 2020 minutes](#)
- III. Outreach and Engagement Step-back and Look Ahead
 - a. Step-back
 - i. Website Launch – Statistics and Analytics
 - ii. Social Media and Email – Statistics and Analytics
 - iii. Past Engagement Events
 - iv. Lessons Learned
 - b. Look Ahead
 - i. Upcoming Events
 - ii. Strategic Outreach Plan
- IV. Personnel Changes
 - a. Consulting
 - b. Staff Positions
- V. Old Business
- VI. New Business