

Paid Family and Medical Leave Insurance Authority

Outreach and Engagement Committee

Meeting Minutes

Wednesday, March 18, 2020

Attendees:

Committee members: Adrienne Cochran, Molly Weston Williamson (Chair), Eva Bermudez Zimmerman, Glendowlyn Thames, Sal Luciano, Justin Zartman, Fran Pastore

Public Attendees: Nicole San Clemente – CWEALF; Michael Dunst, consultant; Abby O’Connell – Sun Life; Kris Floyd – consultant retained by the Authority to assist with employee contribution system build and related communications;

Call to order	2:34 p.m. – by Molly Weston Williamson, Committee Chair
Review and Approval of high-level committee work plan for the next two-three months	The committee reviewed the plan and approved it as its roadmap for the next two months of work.
Marketing and Communications Strategy	Pursuant to the Board of Director’s vote at its March 2020 meeting, the committee agreed to pursue retaining a marketing and communications firm to create a website and a marketing strategy to educate and inform the Connecticut workforce about Paid Family and Medical Leave. Marketing strategies discussed included: <ul style="list-style-type: none">• identifying the communities to be reached• Assuring marketing/outreach materials are available in multiple languages for different communities

	<ul style="list-style-type: none"> • Has a creative approach to reaching the public (DMV, libraries, family clinics, day care centers, 211) • refining communication for larger and smaller employers to address differences in resources and capacity that exists in workplaces of varying sizes, different markets and sectors • refining communication to meet workforce needs and the way people access and understand information. • Special focus and marketing for veterans, people with disabilities <p>Any communications and marketing strategy will be vetted with the Governor’s office to assure alignment with his office’s messages regarding financial relief to working families whose livelihoods are affected by COVID 19.</p>
<p>Developing Website and timeline</p>	<p>Committee recommendations:</p> <ul style="list-style-type: none"> • Website must be mobile friendly, available on several different types of phones that are not the most recent model or most popular brands, as a significant number of Connecticut’s workforce will access the site on their phones. • A significant percentage of Connecticut’s workforce does not own or have access to more expensive technology (newer

	<p>model cell phones) or access to computers (desktop or laptop), Wi-Fi, or a tablet. Access to the site must be available to as many people as possible.</p> <ul style="list-style-type: none"> • The site should include tabs for sole proprietors, freelance workers, and the self-employed. • Separate tab/landing pages for veterans • A separate tab/landing page for (1) people with disabilities; (2) for employers, distinct from that for employees; and (3) the PFMLIA timeline, with a clear message regarding when contributions will be made and when applications for paid leave will be available. • Messages should include a “no wrong door philosophy”, with links to other important resources: Unemployment Insurance, Sick time, Family Medical Leave, Federal relief (where available). • Separate Corona Virus landing page with a link to resources • Answering FAQs – what is PFML, how is it different from FML, and other critical questions for employers, employees, small businesses, large employers, self-employed, free-lance workers
<p>Managing requests for speaking engagements; appearances</p>	<p>Some speaking engagements have been postponed or canceled in response to</p>

	<p>Executive Orders regarding crowd/gathering restrictions to help stem the spread of COVID 19.</p> <p>On-line meetings/talks may still be held as requested, some requests from law firms to address their practice groups are being considered</p> <p>CEO was interviewed by the Hartford Business Journal in an article that may appear next week.</p> <p>Other requests for interviews and meetings will be addressed as they arise.</p>
Meetings with key stakeholders	<p>Discussion was had regarding meetings/calls with key stakeholder. The list included:</p> <ul style="list-style-type: none">• Advocates• Chambers of Commerce• Business/trade associations• Not for profits and their trade association (The Alliance)• New England Minority Supplier Development Council• Small Business Associations• Health Communities, FQHCs, American Association of Pediatrics, Oncologists and similar professional organizations• Veterans' groups• Domestic Violence advocates• Blue star family groups• Disability community connections

	Andrea will prepare a list of stakeholders for the committee's review
Setting regular meetings	Andrea will have a poll sent to the committee to select a regular date and time for committee meetings
Meeting Adjourned by motion at 3:17 p.m.	