

**Outreach and Engagement Committee**  
**Paid Family and Medical Leave Insurance Authority**  
**Wednesday, July 8, 2020, 3 – 4:30 pm**

Present Committee Members	Absent Committee Members	Guest/Additional Attendees
Adrienne Cochrane Sal Luciano Andrea Barton Reeves Glendolyn Thames Molly Weston Williamson Justin Zartman Eva Bermudez Zimmerman		Maria Miranda (Miranda Creative) Kris Floyd (Leave Authority) Brian Boyer (Leave Authority)

**1. Welcome and call to order**

Chairperson Molly Weston Williamson called the meeting to order at 3:05 pm, taking attendance and confirming the existence of a quorum.

**2. Approval of the June 5, 2020 minutes**

Chairperson Weston Williamson asked the Committee members to consider adopting the draft minutes from June 5, 2020 Committee meeting. Eva Bermudez Zimmerman moved their adoption, seconded by Sal Luciano. The motion was adopted unanimously.

**3. Outreach and Engagement Committee: Marketing Strategy/Plan**

Brian Boyer was introduced to the committee and presented the marketing strategy, plan, and brand that has been developed by Miranda Creative. The marketing plan will apply a multi-channel approach to educate, inform, and reach employee and employers around state about CT’s paid family and medical leave program. The brand and plan have been developed with insight gathered from employer and employee interviews along with feedback learned from informative webinars that have been hosted. A short demo of the new web portal was previewed and also a 2-minute clip of the Employer Guide video was shared.

Relative to messaging, the committee asked that there is clearer language added into the communications that the paid leave fund is “worker funded”. Molly Weston Williamson also asked that the employer video be updated around language surrounding what qualifies for job protection.

A motion was called to accept the marketing plan and brand. Additionally, we are continuing to make outreach to military family groups, caregivers, child care provider groups

4. **Old Business** - none

5. **New Business** - none

6. **Adjournment:**

A motion was called to adjourn the meeting by Eva Bermudez Zimmerman, seconded by Sal Luciano, and approved by unanimous vote at 3:59 pm.