

Governor's Council on Women and Girls
Subcommittee on Economic Opportunity & Workforce Equity

MEETING MINUTES

Tuesday, August 13, 2024, 3pm

Virtual Meeting – Microsoft TEAMS

I. Introductions

Tracy Opoku, General Counsel for the Lt. Governor started the meeting at 3:01pm. Council members and attendees introduced themselves, representing a diverse range of agencies.

II. Targeted Marketing for Career ConneCT Presentation (Laura M. Baker, Workforce Development Specialist, Office of Workforce Strategy)

Laura Baker, Workforce Specialist/Office Administrator for the Office of Workforce Strategy, provided a comprehensive overview of CareerConneCT, a statewide workforce training initiative funded by \$70 million from the American Rescue Plan. The program supports short-term training, workforce entry, and career advancement for underemployed, unemployed, and historically underserved populations. The initiative has funded 19 projects and aims to train approximately 6,000 Connecticut residents. CareerConneCT is designed to align training with industry demand and provide wraparound services—including stipends for transportation, child care, housing, food, and counseling—through strategic interagency partnerships such as with the Department of Housing.

Baker emphasized the centrality of employers in the program's design and discussed efforts to build strong bridges between training and employment. Special attention is given to women, youth, and communities most impacted by COVID-19. She also outlined the program's phased marketing strategy.

The first major marketing campaign, called the "U Campaign," ran from August 2022 to July 2023 and focused on encouragement and empowerment. The campaign received over 55 million impressions and resulted in over 160,000 direct links to the CareerConneCT website. Social media engagement and location-based data were used to target areas with high unemployment rates.

Based on community feedback and engagement analytics, the second phase, "Portraits of Change," was launched to better highlight available support services and ensure inclusive, diverse representation. Campaign materials were designed in both English and Spanish and

included bus wraps, social media ads, and videos to maximize outreach. The updated messaging aimed to make it clear that additional supports were available to ease the burden on participants.

Baker concluded by sharing that all marketing assets were distributed to program grantees and community-based organizations to amplify reach. The campaign continues to evolve based on data, labor trends, and community feedback.

III. Call for Legislative Concepts

Agencies are encouraged to submit legislative proposals for the upcoming 2025 long session (January–June). Proposals are due by the next Full Council Meeting on October 15, 2024. Submissions can be sent to subcommittee co-chairs or directly to Tracy Opoku for review by the Lieutenant Governor and Commissioner Hill-Lilly. Additionally, a proposal form was previously emailed to attendees.

IV. Brainstorm Future Agenda Topic Discussions

Attendees are encouraged to submit topics for upcoming meetings via chat or email.

V. Subcommittee Updates

No subcommittee updates were offered at this meeting.

VI. Announcements

The new Council website is being rolled out and will include subcommittee agendas, minutes, and presentations. These will all be uploaded soon as some technical issues are still being resolved.

VII. Adjournment

Tracy Opoku ended the meeting at 3:48pm.