

PAID FAMILY AND MEDICAL LEAVE

Advisory Committee Meeting
May 17, 2018



PRESENTATION OVERVIEW

Introductions

Approve April Meeting Minutes

Communications & Outreach Update

Rules Update

General Program Update

Open Comment

INTRODUCTIONS

- ▶ Advisory committee
- ▶ In-person attendees

APPROVE APRIL MINUTES

▶ Discussion

COMMUNICATIONS & OUTREACH UPDATE

WHAT'S IN A NAME?

COMMUNICATIONS & OUTREACH UPDATE

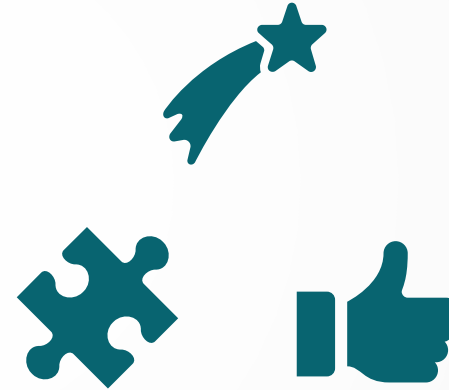
PROGRAM NAME

~~FPML~~
~~FMLA~~
~~SFML~~

Acronyms are difficult to remember

Washington State's Paid Family and Medical Leave Insurance Program.

A name is *who we are* more than *what we do*



Memorable, unique, accessible.

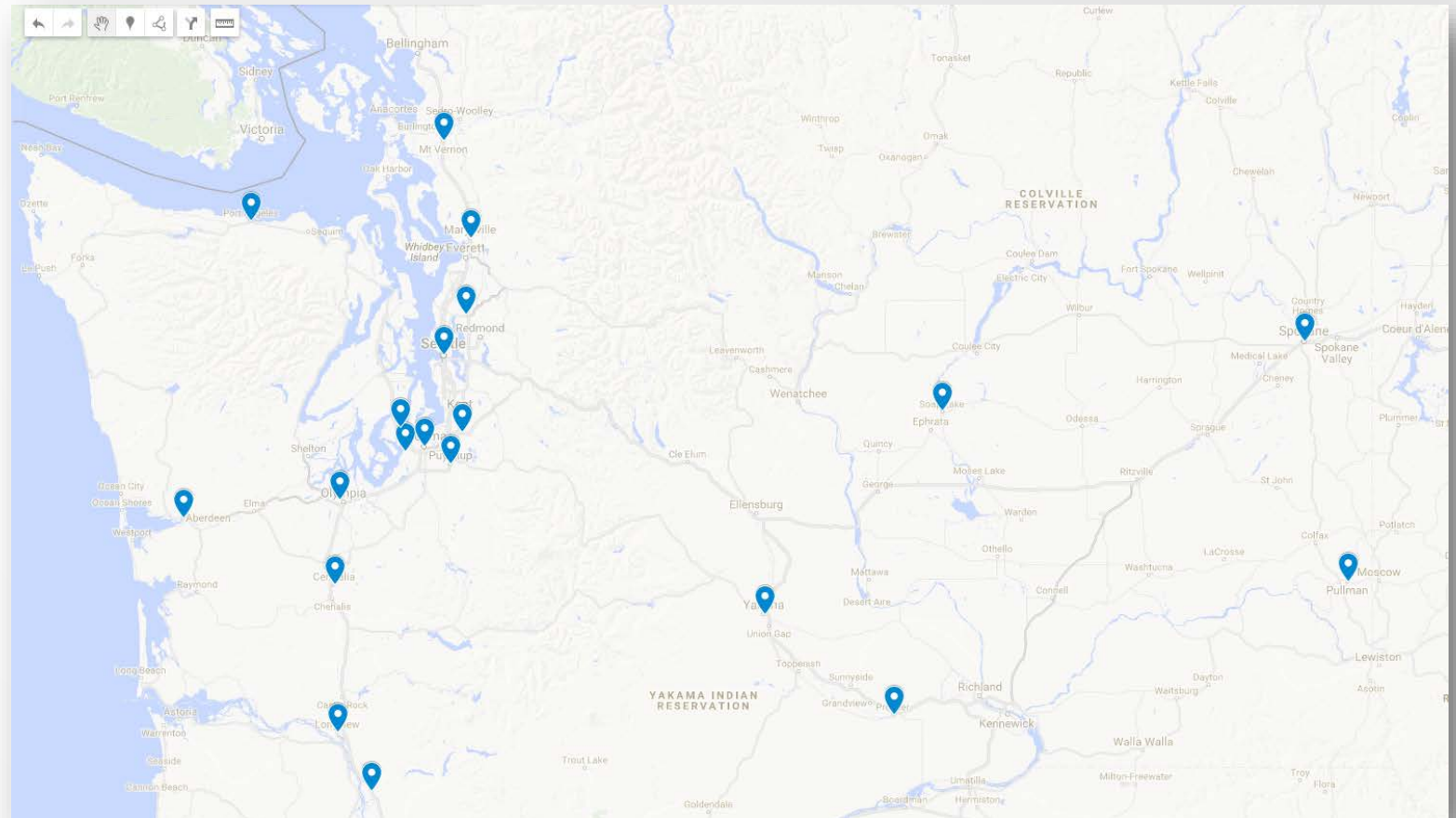


Color, message, and tone are important to our brand.

COMMUNICATIONS & OUTREACH UPDATE

PROGRAM NAME

- ▶ Four sessions, April 25-30
 - ▶ Remote employer session
 - ▶ In-person employee session
 - ▶ Remote employee session
 - ▶ Remote triad session in Spanish
- ▶ Statewide representation
- ▶ Ethnic, racial and age diversity
- ▶ Wide range of industries represented amongst



COMMUNICATIONS & OUTREACH UPDATE PROGRAM NAME



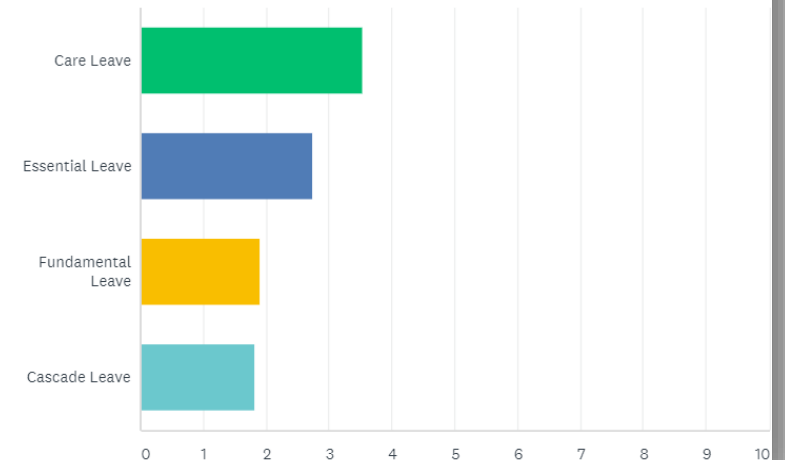
NAME GOALS
MEMORABLE
UNIQUE
ACCESSIBLE

LEAVE / COVERAGE

Q1

Please rank these names from most (1) to least (4) favorite:

Answered: 32 Skipped: 0



COMMUNICATIONS & OUTREACH UPDATE

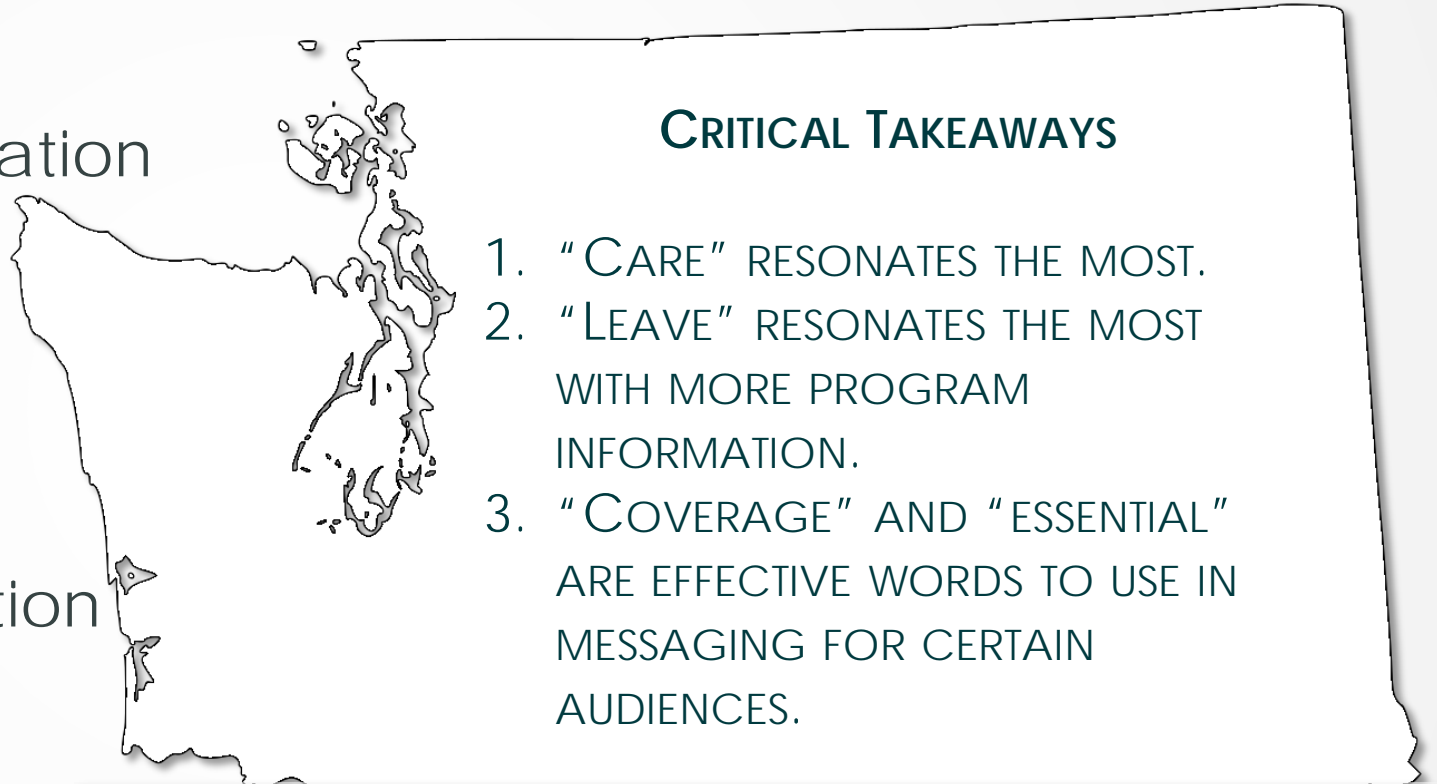
PROGRAM NAME

▶ Top choices: Before presentation

- ▶ Care Coverage
- ▶ Care Leave
- ▶ Essential Coverage

▶ Top choices: After presentation

- ▶ Care Leave
- ▶ Care Coverage
- ▶ Essential Leave



CRITICAL TAKEAWAYS

1. "CARE" RESONATES THE MOST.
2. "LEAVE" RESONATES THE MOST WITH MORE PROGRAM INFORMATION.
3. "COVERAGE" AND "ESSENTIAL" ARE EFFECTIVE WORDS TO USE IN MESSAGING FOR CERTAIN AUDIENCES.

"Care encompasses everything you need to take care of." - Focus group participant

OUTREACH STATS



State & Local SHRMs • Commission on Hispanic Affairs • Longview-Kelso Chamber of Commerce • WA Retail Association • WA Small Business Development Center • Kent Chamber of Commerce • International Association of Workforce Professionals • & many more!

COMMUNICATIONS & OUTREACH UPDATE

Next Up



Program name finalization



Marketing RFP



One-on-one interviews with employers



Outreach presentations (and more presentations!)

RULES UPDATE

Phase 1	Phase 2	Phase 3	Phase 4
Voluntary plans	Employer responsibilities	Benefits	Appeals
Collective bargaining	Small business assistance		
Premium liability	Penalties		

PHASE 1 RULEMAKING TIMELINE

VOLUNTARY PLANS ♦ COLLECTIVE BARGAINING AGREEMENTS ♦ PREMIUM LIABILITY



This timeline is an **approximate** timeframe for completion of draft rules for Phase 1 of the Paid Family and Medical Leave rulemaking process. Dates subject to change.

PHASE 2 RULEMAKING TIMELINE

EMPLOYER RESPONSIBILITIES ♦ SMALL BUSINESS ASSISTANCE GRANTS ♦ PENALTIES



This timeline is an **approximate** timeframe for completion of draft rules for Phase 2 of the Paid Family and Medical Leave rulemaking process. Dates subject to change.

RULES – COMMENT FORUM

PHASE 1 FORMAL COMMENTING
ENDS MAY 23

PHASE 2 INFORMAL COMMENTING
ENDS JUNE 27

The screenshot shows the top portion of the Employment Security Department website. At the top left is the department logo and the text "Employment Security Department WASHINGTON STATE". To the right is the page title "Paid Family and Medical Leave" and the "OPENGOV" logo. Below this is a dark blue navigation bar with links for "HOME", "INFO", "SIGN IN", and "HELP", along with a search icon. Social media icons for Facebook, LinkedIn, and Twitter are also present. A teal banner with the text "Welcome!" and "This is your portal to review and submit feedback on Washington's upcoming Paid Family and Medical Leave program." is displayed. Below the banner is a row of four images showing diverse people. A white box contains an email subscription form with the text "Enter your Email Address", a "Subscribe" button, and a "Learn More" link. Below the form are two tabs: "Open Topics" (selected) and "Closed Topics". A list of three topics is shown, each with a speech bubble icon and a comment count: "Paid Family & Medical Leave | Phase 2 | Proposed Rules" (35), "Paid Family & Medical Leave | Phase 1 | Proposed Final Rules" (125), and "Paid Family and Medical Leave Question Forum" (385).

<http://bit.ly/CommentForum>

GENERAL PROGRAM UPDATE

- ▶ Technology
 - ▶ Product Development Updates—Lisa Kissler

- ▶ Operations Updates
 - ▶ Customer Care team being recruited
 - ▶ Training being developed
 - ▶ Facilities being prepared

FOR THE GOOD OF THE ORDER

▶ Public Comment

CONTINUE THE CONVERSATION

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Visit us online at
www.esd.wa.gov/paid-family-medical-leave



Join our listserv at
bit.ly/PaidLeaveList



Ask questions and make
comments on our public forum
at bit.ly/CommentForum