



PAID FAMILY & MEDICAL LEAVE

MAY 17, 2018

ADVISORY COMMITTEE MEETING MINUTES

Paid Family & Medical Leave Advisory Council			
Meeting	Date: May 17, 2018	Time: 10:00 a.m. to 12 p.m.	Location: ESD Maple Park, Maple Leaf Conference Room
Attendees	Department Representative: Carla Reyes, Paid Family and Medical Leave Interim Director Employer’s Interests Representative: Bob Battles – via phone Employer’s Interests Representative: Christine Brewer Employer’s Interests Representative: Tammie Hetrick Employee’s Interests Representative: Maggie Humphreys Employee’s Interests Representative: Joe Kendo Employee’s Interests Representative: Marilyn Watkins Guests PFML Policy & Rules Manager: Matt Buelow PFML Communications Manager: Clare DeLong PFML Technology Manage: Lisa Kissler		
Members Absent	Paid Family and Medical Leave Act Ombuds: Edsonya Charles Employee’s Interests Representative: Samantha Grad Employer’s Interests Representative: Julia Gorton		
Scribe	Tracy Moore		

Welcome and Introductions: Carla Reyes, Paid Family and Medical Leave Interim Director

- In-person introductions
- April Meeting Minutes were approved to be posted

Communications Update: Clare DeLong, Communications Manager Paid Family and Medical Leave

- Program Name
 - Acronyms are difficult to remember
 - A name is who we are more than what we do.
 - We want a name that is memorable, unique and accessible.



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- Color, message and tone are important to our brand.
- Four Focus Group Sessions
 - 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 among employers
- Outreach Stats
 - 24+ contacts to community organizations, business groups nonprofits and state agencies
 - 10+ presentations to employer groups, employee groups, Chambers, HR representatives and internal audiences
 - 1 large-scale event: Public Service Recognition Week
 - 40 downloads of our Presentation Request Form
 - 10 presentation requests received
 - 45% percent increase in listserv subscriptions
- Next Up
 - Program name finalization
 - Marketing RFP
 - One-on-one interviews with employers
 - Outreach presentations
- Maggie asked if Paid Family and Medical Leave was tested in the Focus Group?
 - No – we wanted to generate a name that wouldn't be confused with FMLA, Paid Sick Leave and steer clear from this being referred to as "Maternity Leave"
- Tammie and Christine – Expressed concerns with Care Leave vs PFML Name Change.

Policy Update: Matt Buelow

- Phase 1
 - Voluntary Plans
 - Collective Bargaining
 - Premium Liability
- Phase 2
 - Employer Responsibilities
 - Small Business Assistance
 - Penalties
 - Beginning timeline has been established
 - Listening Sessions took Place on 3/26 and 4/2



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- Draft 1 of rules was posted on May 8
- First Stakeholder Meeting took place on May 14th
- Draft 2 of rules will be posted by June 19th
- Phase 3
 - Benefits
- Phase 4
 - Appeals

General Program Update

- Technology Update – Lisa Kissler
- Operations Update - Carla Reyes
 - Customer Care team being recruited for
 - 12 positions in recruitment
 - Service delivery manager
 - PFML Specialists
 - Auditor
 - Trainer
 - Training being developed
 - Facilities being prepared
 - First-floor space being repaired and build out for the call center
 - Second-floor Shared Work space will be vacated for us to expand into in June

Public Comment

- None.