

Location	Employment Security Department 212 Maple Park AVE SE, Olympia WA.
Time	1:30 p.m. – 3:00 p.m.
Attendees	Department Representative: Carla Reyes, Paid Family and Medical Leave Director Employer’s Interests Representative: Bob Battles Employee’s Interests Representative: Joe Kendo Employee’s Interests Representative: Maggie Humphreys Employee’s Interests Representative: Marilyn Watkins Employer’s Interests Representative: Christine Brewer Paid Family and Medical Leave Act Ombuds: Edsonya Charles (Phone)
Guests	PFML Communication Consultants: Silvia Lugo & Matt LaPalm PFML Operations Manager: John Mattes PFML Technology Manager: Lisa Kissler PFML Data and Research Manager: Rebecca Grady PFML Budget Manager: Xia Zhan PFML Assistant Ombuds: Wendy Galloway
Members Absent	Employer’s Interests Representative: Tammie Hetrick Employer’s Interests Representative: Julia Gorton Employee’s Interests Representative: Samantha Grad
Scribe	Tracy Moore

Welcome and Introductions: Carla Reyes

- Introductions at the table.
- February Meeting Minutes Reviewed and Approved noting one change:
 - Samantha is listed as a representative of Employer interests rather than a representative of Employee interests.

Employer Survey Results – Rebecca Grady

Rebecca provided an overview of the Employer Survey Results conducted in February 2019. This will serve as a baseline for future years. Key points:

- The March 2018 technology investment plan cited a target of 90% program awareness. 88% of survey respondents indicated awareness of the program. ESD is quite proud of this level of program awareness, which reflects the impact of communications and outreach efforts by the Communications Team, Customer Care Team, and others who have conducted information sessions and presentations. Thanks also goes to the members of the Advisory Committee who have helped us get information out to the public. 3% noted they were “not at all familiar” with Paid Family and Medical Leave. **Action: Rebecca:** provide more information on type respondents who chose this answer.
- It was tested and confirmed that employers are aware that this is different than paid sick leave.
- We were pleased to have many respondents provide free text feedback; which is not typical in surveys. We were also pleased to see many positive comments about the work done to implement the program to date.

Rebecca reviewed the contents of the slide deck including communication and outreach efforts to date and employers anticipated effect on their business. The “over 50” perceive negative effect” provides an opportunity that a positive experience with the PFML system could improve the perception that businesses have around the amount of time needed to spend on paperwork for WA government. Christine asked if this question was a general perception inquiry or if was geared towards the employer’s actual ability to meet the requirements. Rebecca shared the survey questions around “how difficult to meet requirements?” is best suited to assess the impact. Surprisingly, there was not much difference is shown by size of business. Advisory found the chart for “Perceived Difficulty” difficult to follow and asked for the raw data. **Action Item: Rebecca** to compile numbers for the graphs and data tables to send to the Advisory Committee.

Rebecca shared the survey offered the opportunity to ascertain the respondent’s understanding of the program through eight knowledge questions. The Advisory Committee:

- Suggested including a knowledge question about the difference between PFML and FMLA for future surveys.
- Noted that “small employers have requirement” question has low knowledge level and may be an area on which to focus outreach.
- Would like to see the actual questions from this data.

Action Item: Rebecca to provide the original survey questions for Committee’s awareness.

Rebecca summarized the key takeaways:

- Goal: Use data to act on pain points to try to shift negatives to neutral/positive
- Vast majority are aware – almost reaching Investment Plan goal
- Outreach efforts have been effective at informing employers – specifically if they joined in a webinar or in-person outreach event.
- Majority of employers see positives to their business as well as negatives
- Many believe it will not be too onerous to meet the requirements
- Those who believe the requirements of this program will be very difficult to meet are also the ones that think it will have a very negative impact to their business
- Concerns expressed were largely about benefits phase, not reporting/premium requirements

The Advisory Committee summarized with a couple other considerations:

- Would be interested in seeing responses to these questions immediately or shortly after the filing of Q1, Q2 reports.
- Given the survey is anonymous, perhaps add a comment box for contact information at the end of the survey if they’d like to be contacted.

Communications & Outreach (Benefits) – Advisory Committee Discussion / Ideas – Silvia Lugo & Matt LaPalm (The Road Team)

Matt shared the team identified two best ways to engage with employers: 1) through their networks, and directly to each employer. Learned best practices to create employer awareness and recognize the employers are more anxious around the details (lack of) for benefits.

Bob Battles confirmed benefits information is needed, and the anxiety is probably around ensuring the employers are able to meet the requirements and not be out of compliance. It will be important to address the fear of how to not do this wrong.

Silvia Lugo focused the dialog around the planning for Employee engagement and outreach. Acknowledging it is a different “network” and key avenues beyond the employer may extend to Healthcare providers (not just medical associations), Government agencies (DSHS, HBE offering one more “tool”), Self-service (website, social media), ESD WorkSource, and community-based organizations.

Sylvia summarized the goals and delivery methods (from the presentation) and invited the Advisory Committee to share their ideas for the employee outreach:

- Establish a Paid Family Medical Leave Month
 - Bob and Maggie both think September would add added stress to busy families
 - Maggie suggests November would be a great time and would allow for a '30 day notice' for leave
 - Wendy believes that November is also a great time because of open enrollment and all the outreach events with HealthPlan Finder.
 - Committee settled on November as their preferred recommendation for a PFML Month.
- Develop pre-recorded modules (in lieu of extensive webinars) for those who can't attend live webinars due to work schedules, childcare, etc. Many parents may sit down to view such information later in the evening when children are in bed.
- Use of a chat-bot
- Newspaper articles
- Continue the use of webinars for the Employers and the Employee Network (e.g. medical associations).
- Secure a booth at the State Fair
- Run media campaigns during time slots that are convenient for families.
- Training and Materials need to be given to HR and healthcare workers, that's where employees will be going with questions.

Technology Preview – Lisa Kissler

Lisa provided a walkthrough of the technology platform preview materials.

Budget Review – Xia Zhan

- Postponed until next meeting.

Open Comment

Comment from Maggie about adding a tab to the top of page for independent contractors.

No comments were posed by the Public.

Meeting Close