

Meeting:	Advisory Committee						
Date/time:	1/5/2022 1:00 pm (Virtual)						
Location:	Advisory Committee meetings are open to the public with the ability to listen by audio via Zoom. If you have questions about the PFML program, please Email us Join ZoomGov Meeting https://www.zoomgov.com/j/1611695979?pwd=Zis5LzdNUDF5dVBNNs9zY1E0cElqQT09						
Attendees:	P (Present)	A (Absent)	C (Conference Caller)	F (Facilitator)			
F	Karen Humelbaugh (Chair)	P	Linda Herrera (Member)	P	Eva Rippeteau (Member)	P	David Gerstenfeld (Executive Sponsor)
P	Amanda Dalton (Member)	P	Eric Hunter (Member)	A	Paloma Sparks (Member)	P	Jeannine Beatrice (Executive Sponsor)
A	Jenny Dresler (Member)	P	Andrea Paluso (Member)	P	Jessica Giannettino Villatoro (Member)	P	Kaitlynn Chritton (Staff)
P	Jason Bouley (Staff)	P	Shannon Ball (Staff)	P	Mackenzie Hanley (Staff)	P	Dean Johnson (Staff)
A	Rebeka Gipson-King (Staff)	P	Kelley Ofoni (Staff)	P	Cameron Buzzell (Staff)		

Agenda

Time	Docket #	Topic	Presenter
1:00 pm	1.0	Welcome	Karen Madden Humelbaugh & David Gerstenfeld
	1.1	Agency and Program Updates	
	1.2	Approval of December 1, 2021 Meeting Notes	

David Gerstenfeld shared agency-wide updates. The agency is in process of building the budget and is working with the Governor’s Racial Justice Council (RJC) to create a racial equity impact statement for the agency budget. OED is in the process of building the Contributions Division that will handle all contributions for both UI Tax and PFML. Lori Graham, who has been serving as the Deputy Director of UI Tax, will serve as the interim Contributions Division Director. UI Benefits are doing well compared to other states in how quickly they are paying benefits and doing adjudication. OED has partnered with Google and LinkedIn workforce pilot programs. Google helps people get free training and credentialing which will help them move into IT fields with long term career paths. Legislative session involved a lot of conversation about what is needed for the workforce and workers. OED’s Research Division is looking at what the underlying issues are and finding solutions.

Amanda Dalton asked David when he anticipates seeing his legislative council bill draft, or if he knows if senate business will talk about it next week? David did not anticipate discussion about the LC in the January legislative committee day but later in the meeting received an alert that they may be asked to come talk and provide context about the LC next week.

Karen Madden Humelbaugh shared PFML Division updates. She emphasized her commitment to utilize everyone’s time effectively and let the committee know that PFML is looking to make some changes to the meeting format and the way information is shared in an effort to be clearer about where the team is just sharing info and where they need action/input from the committee members.

Karen outlined the three frontline directives she received from David Gerstenfeld when she was hired and the progress she has made thus far:

- Hire leadership team

- Welcome Juan Serratos, PFMLI's new Deputy Director
- Team is conducting final round of interviews for 3 PEM-E positions this week. These three positions will be overseeing policy, operations and outreach. Hope to have them begin February 1st.
- Plan to open a series of policy analysts, including a position that specializes in DEI.
- Improve internal culture
- Reemphasize DEI in our work and hire third party vendor
 - Hired a third party DEI consultant company, Subduction. They will be working with PFMLI, MOD and the Contributions Division. They will be doing organizational assessment to look at team dynamics, get baseline and determine next steps. Subduction will also be providing executive coaching and leading strategy sessions with staff.

The 2022 legislative concept (LC) is expected to be limited to the benefit year. The team anticipates having at least one conversation during the 2022 Legislation on a progress report for PFMLI. A group of policy analysts are also working on identifying additional items for future legislative sessions. Their report is due to Karen on Jan 14th and she will share with the AC at a later date what LC's we are looking to move forward with for the 2023 legislative session.

No comments or edits from committee members to previous meeting notes, notes approved.

1:25 pm	2.0	Policy Updates	Shannon Ball
	2.1	Batch 2 Rules Update	

Shannon Ball thanked the committee members for all the time, effort and dedication. The team has gone through every comment received during the public comment period and RAC meetings, and has made changes to rules based on the feedback received. Shannon then provided an update on Batches 1, 2 and 3 administrative rules and the upcoming schedule.

Based on the feedback, there were several changes made to the Batch 2 administrative rules and the Statements of Need and Fiscal Impact Considerations since the last RAC meeting. Following the meeting, Shannon will send committee members a document with track changes and requests members let her know by Monday morning if there are any major concerns with the changes before the rules are posted for the public comment period.

1:35 pm	3.0	Communications Update	Diane Goodwin & Saerom England
---------	-----	------------------------------	--------------------------------

Diane Goodwin and Saerom Yoo from Brink Communications presented their year one communications plan, which is focused on the audience of employers. The Advisory Committee will have access to full communications plan but were debriefed on a high-level overview today.

Andrea Paluso asked if there are specific activities directed toward employees, separate from through their employer? Brink has recommended an employer tool kit with content provided to employers to give their employees along with content online. For the first year, employees will mostly be interested in understanding why money is being taken from their paychecks. Doing an employee-focused communications strategy during year one would be too early in the cycle to reach them effectively.

Andrea stated the need for dedicated strategies around the self-employed demographic who don't have an employer, with plans on how they will be reached and have an opportunity to opt in. She also mentioned the need for explicit explanations of how eligibility is determined.

Andrea asked if Brink is setting goals for levels of participation among BIPOC employers/employees. Brink assured they would loop back with Andrea and the committee with more information about their research and strategy. Andrea's recommendation is to set clear benchmarks for participation that over-reflect the populations.

<p>Post meeting, Diane followed up with the PFMLI team to share with the Advisory Committee: the employee survey will include an oversample of BIPOC employees, with an emphasis on Latino's who are Spanish-speaking employees in Oregon.</p> <p>Eva Rippeteau asked if the union outreach was part of employee outreach or for understanding bargaining. This would be part of employee outreach.</p>			
1:55 pm	4.0	Division Equity Framework Executive Summary	Kaitlynn Chritton
<p>Due to bandwidth issues the team was not able to bring the completed Equity Framework to the meeting today, but Kaitlynn Chritton was able to present an executive summary.</p>			
2:05 pm	5.0	Intro to Benefits Claims	Kelley Ofoni
<p>Kelley Ofoni provided an introduction to PFMLI benefits claims.</p> <p>Andrea Paluso asked what the communication to the employee looked like when their eligibility and their wages are determined? What happens when an employee feels their benefit amount isn't correct? If employees believe there is an error, they'd be provided an opportunity to explain what they believe is incorrect and provide any supporting documentation. When a decision is made, employee would receive a single letter with the information they need to know and contact information in case they have questions. Andrea asked if this letter will go out in multiple languages. This is the intention.</p>			

Action Items

Action	Assigned	Date Due	Completed
<i>Send equity framework documents to members once finalized</i>	<i>Karen Humelbaugh</i>		
<i>Send document to committee with track changes to batch 2 rules for review.</i>	<i>Shannon Ball</i>		<i>1/5/22</i>