

Meeting:	Paid Leave Oregon Advisory Committee				
Date/time:	December 7, 2022				
Location:	Microsoft Teams				
Attendees:	P (Present) A (Absent) S (sent sub)				
	Facilitator: Karen Madden Humelbaugh Scribe: Mackenzie Jones				
Members		Staff		Guest	
P	Karen Madden Humelbaugh	P	Mackenzie Jones		
P	David Gerstenfeld	P	Shannon Ball		
P	Jeannine Beatrice	P	Juan Serratos		
A	Amanda Dalton (employers)	P	Danielle Willey		
P	Jenny Dresler (employers)	P	Michele Roland-Schwartz		
P	Linda Herrera (employees)	P	Angela Yeager		
S	Eric Hunter (employers)	P	Kelley Ofoni		
S	Andrea Paluso (employees)				
P	Eva Rippeteau (employees)				
P	Paloma Sparks (employers)				
P	Jessica Giannettino (employees)				

Agenda

Docket #	Topic	Purpose	Presenter
1.0	Welcome	Inform	Karen Madden Humelbaugh &
1.1	Member Roundtable		David Gerstenfeld
1.2	Agency & Program Updates		
1.3	Approval of November Meeting Notes		

The November meeting minutes were inadvertently left out of the distributed docket and will be looped in with the December meeting minutes for the committee to approve at the January meeting.

Jessica Giannettino announced that her last day with the Oregon AFL-CIO will be December 8. Paloma Sparks announced that her last day with Oregon Business and Industry is December 15. The Paid Leave Team extends their gratitude and appreciation for all the hard work both Jessica and Paloma have contributed in developing the program. The committee will begin the appointment process for new Advisory Committee members at a future date.

David Gerstenfeld shared agency updates. The agency is continuing to closely monitor the budget and advocating at the national level for additional funding. They are waiting to see if there will be any congressional efforts to reauthorize the Trade Act Program. The Unemployment Insurance program is experiencing their normal seasonal uptick and are experiencing challenges in maintaining the excellent phone wait time and customer service levels that were accomplishing over the past year. However, some of the new tools and management approaches have been effective and they are seeing quick improvements. The Research Division has been considering how to use and evaluate data innovatively by looking across programs, silos and different types of data. They have been conducting research in Oregon specifically around the disparate effects of the pandemic. The agency is also working to prepare and inform the new coming legislators and Governor's team.

2.0 **Policy & Operations Updates** Inform Kelley Ofoni & Danielle Willey

Danielle Willey provided operations updates. The Paid Leave team has been working closely with Modernization staff and the technology vendor to establish what the Frances Online system will look like for the benefits rollout. Subject matter experts are working diligently to ensure they are creating an equitable and accessible program. The deadline for employers to submit a declaration of intent was on November 30th. The team has received nearly 2,500 declarations of intent in addition to 107 equivalent plan applications. 23 of the applications have been reviewed and approved and the team is working hard to process the remaining. Fully-insured equivalent plans require the insurance provider to work with Department of Consumer and Business Services (DCBS) to ensure their plan meets DCBS standards.

Shannon Ball shared a brief administrative rules update. Two temporary rules to change how employer size is calculated were filed with the Secretary of State (SOS) on November 22, 2022. Batch 1-5 are now final and available on the SOS website. The team is planning for a couple additional batches of rules in the future and are hoping to have batch 6 (related to employer size) final in April and batch 7 (any amendments or additional rules) final in August.

3.0 **Customer Care, Outreach & Communication Updates** Inform Michele Schwartz & Angela Yeager

Michele Schwartz provided updates on Customer Care and Outreach. Emily Sokolski has joined the team as the new labor and union worker advocacy liaison and brings with her valuable experience having worked with AFL-CIO and SEIU. Two additional team members will be joining the outreach team next week. The team has remained busy hosting both in-person and virtual sessions with employers and employees across the state including farm and agricultural service organizations, civil rights and advocacy organizations and many more. The team is developing a customer care approach in preparation for customer calls related to benefits beginning in September. They have been receiving an average of 100 contacts per day by phone and email and their response time average is same-day.

Angela Yeager shared updates from the Communications Team. The statewide campaign launched on November 14th and has since generated nearly 48,000 new website users, 4 million impressions on the website and almost 40,000 clicks. Paid Leave Oregon videos have had 313,000 start-to-finish views. Both English and Spanish ads are performing well. The paid Facebook and LinkedIn ads have been very successful, however the Twitter ads are not thriving. The team is currently reevaluating whether they will redistribute some or all of their spending from the Twitter ads to one of the better performing social media platforms. The communications team has been working on media outreach including radio and news interviews. They are hoping to launch the new Paid Leave website in December or early January.

4.0 **Additional Program Updates** Inform Karen Madden Humelbaugh

Karen Madden Humelbaugh shared a few additional program updates. The team urges committee members to continue helping with spreading the word, sharing the program's social media, sharing job postings and getting the team in contact with community organizations. The team is continuing to hire for many positions and welcomed 19 new staff last week.

Action Items

Action	Assigned	Due Date	Completed
Work with Communications Team to post a compilation of all finalized rules on the Paid Leave website.	Shannon Ball		12/2/2022
