



Connecticut Paid Leave

OUTREACH & ENGAGEMENT QUARTERLY UPDATE

APRIL 10, 2025

Events Update

Date	Event
1/14/25	SBA Business Resource Fair (Torrington)
1/29/25	Solid Ground Farm Manager's Summit (Hartford)
2/25/25	CBIA HR Conference (Southington)
3/14/25	Black Family Wellness Expo (Hartford)
3/18/25	CBIA When Women Lead Event (Southington)
3/21-3/22/25	True Colors SOGIECon (UCONN)
3/25/25	Angel of Edgewood Women's History Month: A Celebration of Diversity, Equity and Inclusion (Hartford)
4/5/25	Community Baby Shower (New Britain)
4/10/25	YWCA In the Company of Women Luncheon (Hartford)
4/23/25	Disability Resource and Career Fair (New Haven)
4/28-4/30/25	TriState SHRM Conference (Mohegan Sun) *includes presentation*
4/30/25	SBA Business Resource Fair (Groton)
5/6/25	WBDC Women Owned Business Day (LOB)
5/17/25	New Haven Family Stroll and Festival
5/29/25	Latinas & Power Symposium (Hartford)

Recent Media Appearances: WFSB and WTNH



YOUTUBE.COM

CT PAID LEAVE ON GREAT DAY - FEBRUARY 10, 2025

CT Paid Leave CEO joins WFSB in studio on Great Day.



Radio Interviews



- Nicole interviewed with Norma Rodriguez-Reyes on her radio show K-PASA, which aired on WNHH 103.5FM
- Interview is also available on YouTube
- This is part of our partnership with La Voz Hispana

- Erin interviewed with Bev York on *Business Connections* on WILI 1400AM/95.3 FM
- This interview was through our partnership with the Windham Chamber of Commerce, one of our Community Education Coordinators



MDRC Partnership

What is MDRC?

- Nonprofit
- Nonpartisan
- Research organization that evaluates policies and programs with the goal of providing feedback to improve processes
- Founded in 1974

What is the project?

- Conduct surveys and research groups focused on applicants who did not submit all of their documentation
- Goal = discover the reasons behind lack of submission and barriers that may exist

Methods

- Surveys
- Focus Groups (conducted in English and Spanish)



Podcast Update

- Over 7000 downloads since inception
- 76 episodes published
- February 2025 had the highest total downloads at 554
- Recent topics:
 - *Working to Empower CT's LGBTQ+ Families with Inclusive Healthcare* (Bill Ollayos, LGBTQ+ Justice and Opportunity Network, CWCSEO) – LGBTQ+ Health Equity Week
 - *A Mother Raises Awareness and Advocates for her son and others with Down Syndrome* (Kandi Pickard, National Down Syndrome Society) – Down Syndrome and Developmental Disabilities Awareness
 - *CT Burn Center helps burn patients and families recover* (Dr. Roselle Crombie, American Burn Association, Bridgeport Hospital Burn Center) – Burn Awareness
 - *Rep Corey Paris gets personal about his mini strokes and serious heart health journey* – Heart Health
 - *The Bridge Project Expands to CT to end child poverty* (Laura Clancy, Executive Director)
 - *How a mom helped her daughter rebuild a life after a traumatic brain injury* (Barbara Rubin, Author “More Than You can See: A Mother’s Memoir”)

New Creative



- Caregiving version
- Serious health condition version
- There is also a Spanish caregiving version



Job Posting

SEASONAL OUTREACH AND ENGAGEMENT WORKER

THE ROLE:

The selected candidate will represent the CT Paid Leave to the public at community events throughout the state, disseminating literature and information about the CT Paid Leave program to event attendees. Additionally, this person will assist the outreach and engagement team with special projects as directed. This position will require weekend and evening hours.

TIMING:

June – October 2025

[Link to job posting](#)