



Connecticut Paid Leave

OUTREACH & ENGAGEMENT COMMITTEE
JANUARY 15, 2026

2025 Outreach and Engagement Activities Recap

68 in person
events

29 webinars

21 press releases
issued

24 podcast
episodes released

62 new partner
meetings
conducted

17 news pieces
published

1 CT Paid Leave
hosted event

24 Five Minutes of
Impact episodes
released

2025 Google Analytics Recap

Total Website Users: 969,202 (up 10% YOY)

Total Pageviews: 11,635,153 (Up 8.3% YOY)

Top pages (excluding homepage) by total views:

1. How to Apply
2. Apply for Benefits
3. CT Paid Leave and FMLA
4. Employers
5. How to Create a CT.gov Account

Top pages (excluding homepage) by total users:

1. Apply for Benefits (4.45 views per user)
2. How to Apply (3.57 views per user)
3. CT Paid Leave and FMLA (2.9 views per user)
4. Employers (3.68 views per user)
5. Coverage and eligibility (2.60 views per user)

Sources of website traffic:

1. Direct – 33.36%
2. Organic search – 28.25%
3. Paid search – 24.84%
4. Referral – 6.57%
5. Paid social – 4.17%

2025 Email Campaign Recap

25 messages
sent

52.6% open rate
(+14.3% YOY)

5% click rate
(+14% YOY)

179k subscribers
(+2.7% YOY)

Audiences include legislators,
HR/benefits coordinators,
TPAs, Employers, Sole
Proprietors/self-employed,
private plan employers,
community partners.

Outreach to CT's Towns and Cities

- Outreach to all 169 towns and cities in Connecticut
- Meetings with 23 so far in the past month
- Results have included:
 - Intros to Economic Development Committees/Departments to connect with businesses
 - Invitations to present at libraries, community centers, senior centers
 - Offer to place our infographics in town halls
 - Organization of a "CT Paid Leave Day" at town hall where we will provide three informational sessions to town residents and business owners (New Milford)
 - Invitation to present to non-profit collectives
 - Offers to post on town social media pages and other social media collaboration
 - Connections to chambers of commerce
 - Tabling at upcoming community events

Employer Outreach: Part 1

- Meetings with our two CEC chambers (Windham and Central CT Chamber) to gather feedback on best ways to reach the business community
- Monthly Listserv email to businesses newly registered with Secretary of State congratulating them on their business, explaining CT Paid Leave requirements (first one to be sent out this month)
- New Business On-boarding:
 - Hold monthly “CT Paid Leave 101” webinars – 1x for new employers, 1x for new sole props/self-employed (Welcome email will promote webinars)
 - Content will include: Registration, deductions, remittance, notice to employees, what to do when an employee applies, basic tenants of FMLA, overview of website and where to find resources
 - This will begin in February