



Connecticut Paid Leave

OUTREACH & ENGAGEMENT COMMITTEE

NOVEMBER 20, 2025

Family Expo



Family Expo

Feedback from exhibitors: “What did you like most about the Family Fun Expo and resource Fair?”

“Families were very engaged and wanted to interact with booths, the passport was an amazing idea!”

“Location, activities for families, smiling children, busy till the end.”

“Was a wonderful event and great to connect with so many families.”

“The connection to other organizations that are also valuable resources to the families in the community.”

All exhibitors said they’d like to be contacted for future events and almost all exhibitors said they found new partnership opportunities with other exhibitors through the event.

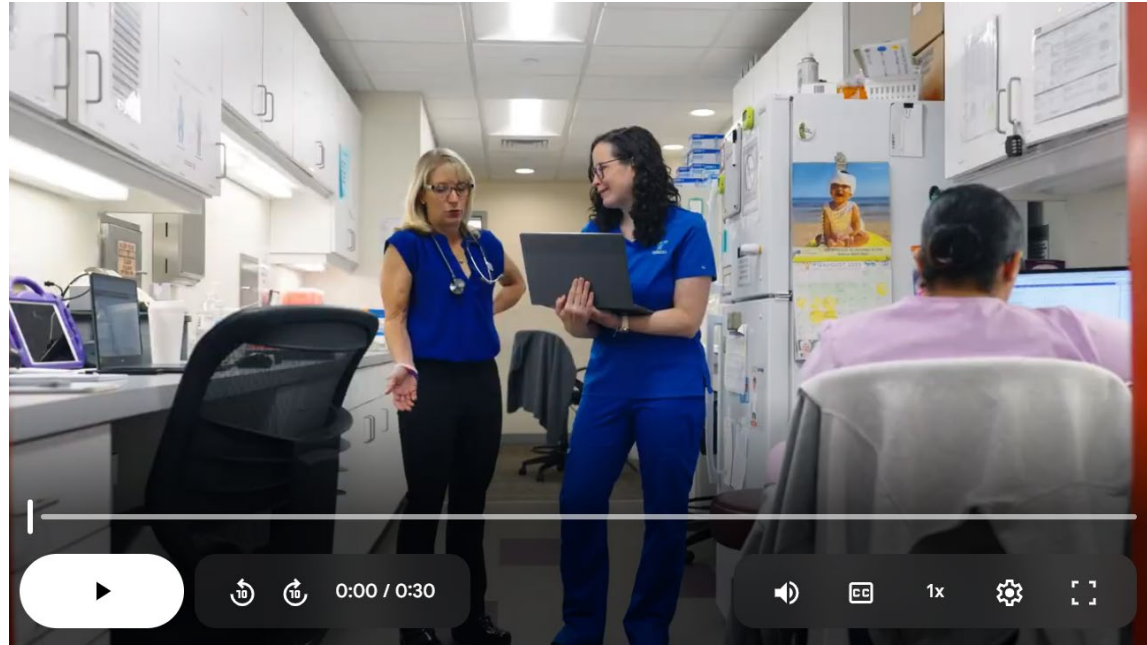
Family Expo



Events Update

Date	Event	Audience
10/2/25	Fresh Check Day at CCSU (New Britain)	Younger workers
10/5/25	Making Strides Against Breast Cancer (Hartford)	General Population
10/6/25	AgingCT Aging and Disability Summit (Plantsville)	General Population Caregivers
10/10/25	Maternal Health Conference (Hartford)	General Population
10/21/25	CBIA Employment Law Conference (Bristol)	Employers
10/23/25	Fresh Check Day at Naugatuck Valley Community College (Waterbury)	Younger workers
10/24/25	CT Psychological Association Conference (Orange)	Healthcare providers Sole proprietors/self-employed
11/11/25	CT Assoc. of School Based Health Centers Conference (Southbury)	Healthcare providers
11/13/25	CT Non-Profit Alliance Conference (Hartford)	Non-profit organizations
11/14/25	Caregiver Symposium (Hamden)	Caregivers
12/2/25	CT Council of Municipalities Conference (Mohegan Sun)-Erin will be presenting	Municipal employers/employees

New Creative



New Creative

Digital



Outdoor

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To Bond.



To Care.



To Heal.



A Stronger Workforce.
A Stronger Connecticut.



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Final School Outreach Recap

- **Webinars held: 17** (Noncertified Workers at Public Schools, Workers at Nonpublic Schools, Employers-Public School Operators, and Employer-Nonpublic Elementary/Secondary Schools)
- **Presentations** to CT Association of Superintendents, CT Association of Independent Schools, CT Association of School Business Officials
- **Dedicated information** provided on website, including FAQ document (Municipalities and Schools page)
- **Collaboration with Department of Education**
- **Multiple email outreach to all public-school operators** on EdSight list
 - Individual follow up with districts that still were not registered after October 1 deadline.
- **Multiple email outreach to nonpublic** elementary and secondary schools
- **1:1 Meetings** as Requested
- **Digital campaigns**
 - Facebook: 407k Impressions, 1,273 clicks
 - Instagram: 386k impressions, 460 clicks
 - YouTube: 6k impressions, 5.85% CTR
 - Google Search: 16k impressions, 21.7% CTR
 - Display: 132k impressions, 244 clicks

Overall Digital Impressions: 947k

CECI Update

- We received proposals from 4 potential new CEC's for 2026
- We will be completing interviews and finalizing the evaluations this week, with the goal of making offers and executing contracts in December
- All current CEC's have indicated their desire to renew their contracts for 2026 and have provided updated workplans and budgets for review
- Training will be condensed this year to take place in January with our final in person session on February 6, 2026
- All new CECs in a public facing role will be required to participate as will any new employees at current CECs who have not been through the training yet or who desire a refresher.