

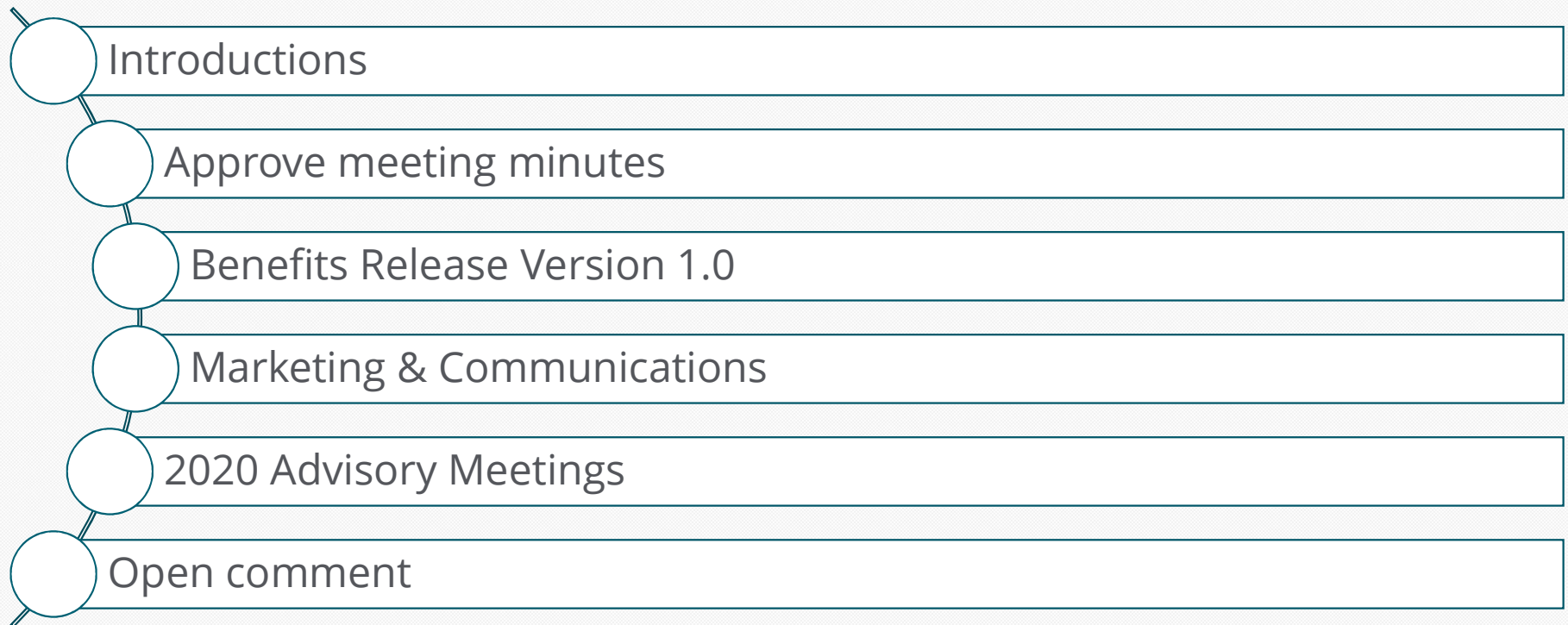
Washington
Paid Family & Medical Leave

 **Employment Security Department**
WASHINGTON STATE

Advisory Committee Meeting
October 17, 2019



Presentation overview



Introductions

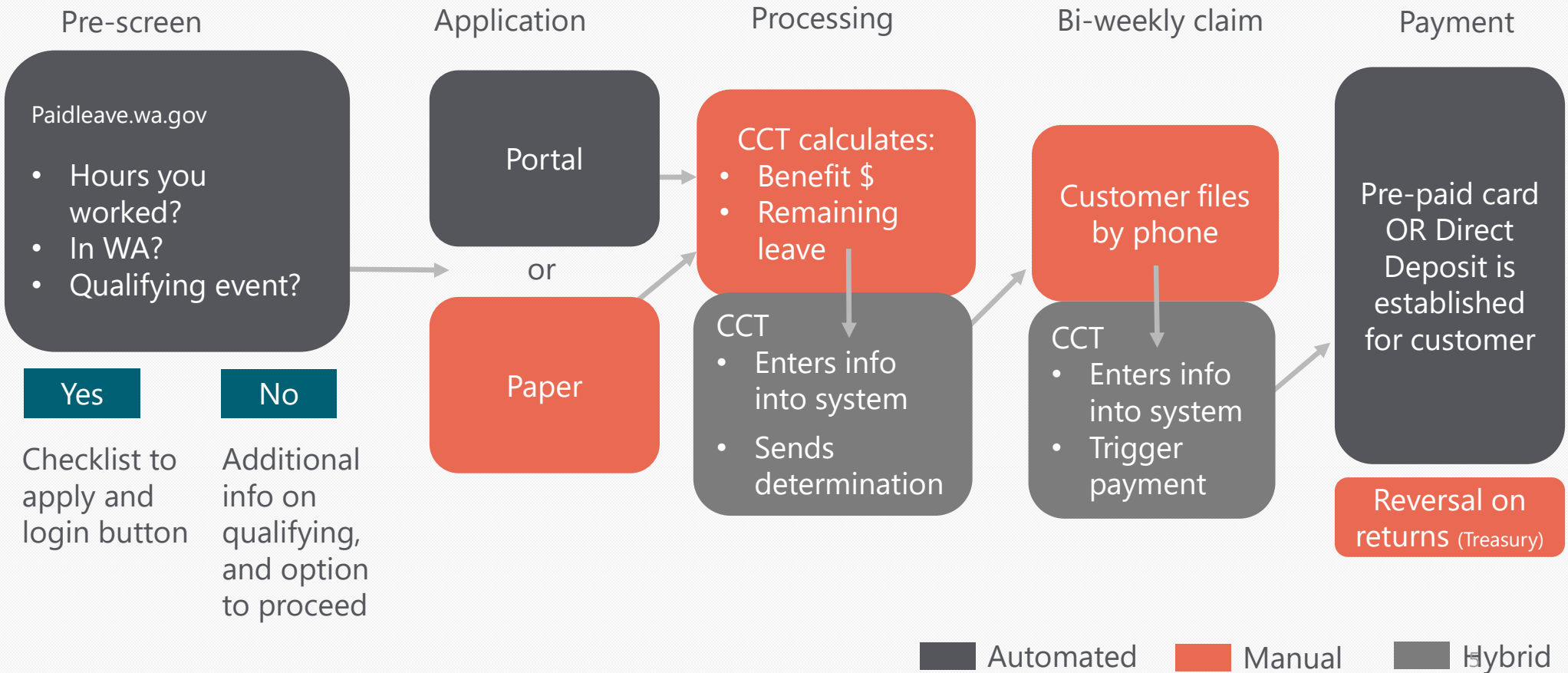
- Advisory Committee
- In-person attendees

(Note: We will use the conference call feature to identify who is on the phone rather than announcing during meeting)

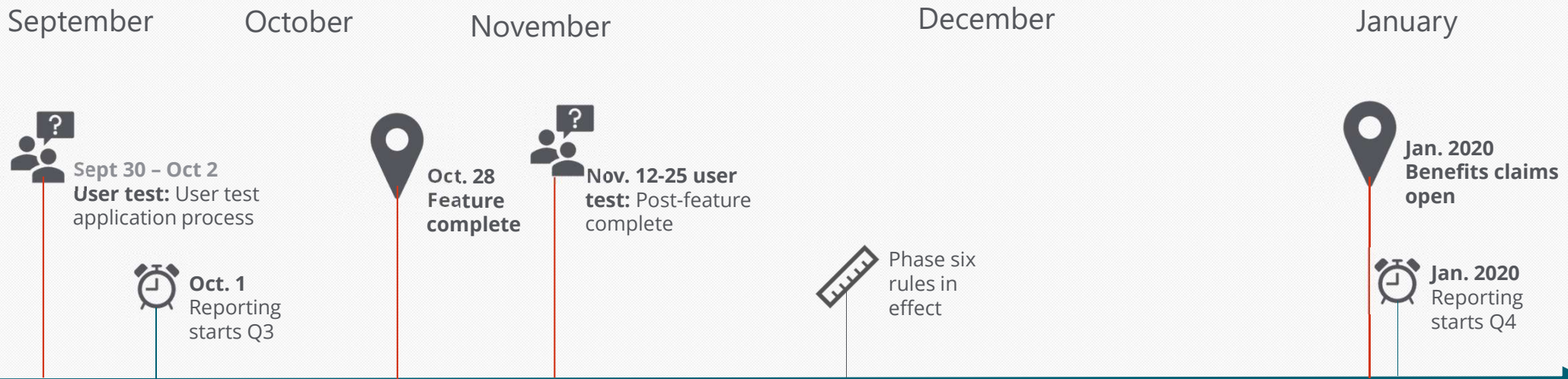
Approve September minutes

- Discussion

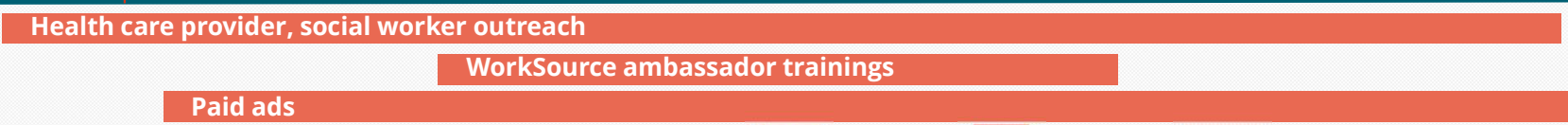
Benefits Version 1.0--MVP Process



Benefits Version 1.0 Integrated Timeline



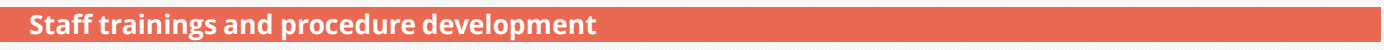
Communications



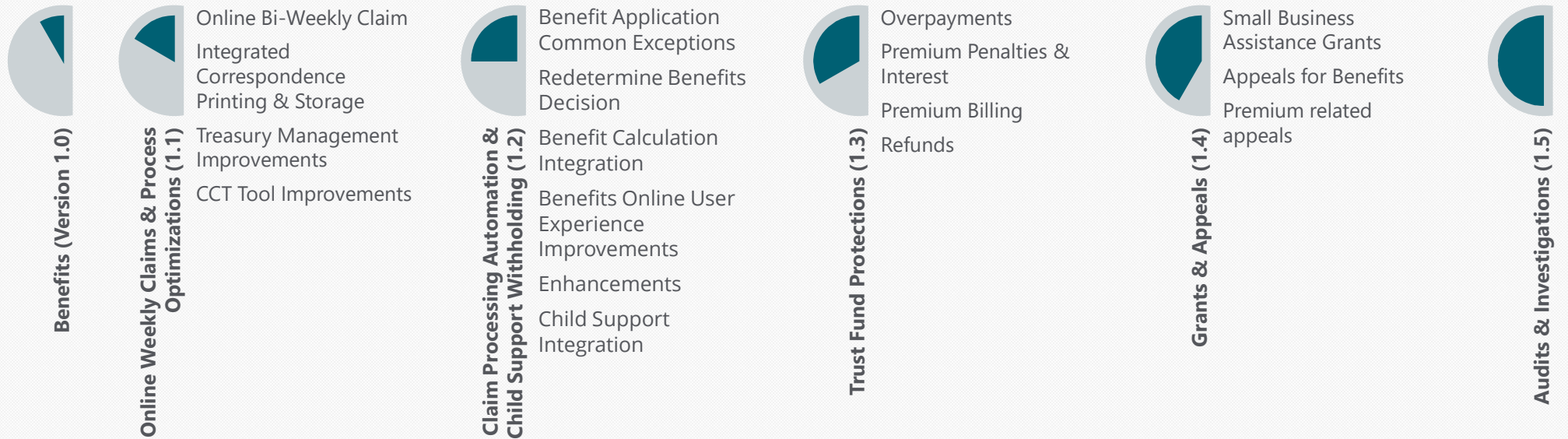
Operations



Training



Future release strategy- Post January



Future Release Strategy- What's Not In

- System generated employer notification
- Ombuds Tracking System
- Cloud Migration
- Live Chat
- Job Protection
- Access online features in languages other than English
- Legislative Mandated Reports
- Records Disclosure & Retention
- Annual income statement for benefits
- Accept Benefit application by phone



CHELSEA THOMAS, PREGNANCY

37 | TACOMA | MARRIED | LANGUAGE: ENGLISH

► BIO

Chelsea is in the second trimester of her pregnancy and is excited to spend time bonding with her new child. After her first baby was born, she used her employer's leave option, but it was considerably shorter (six weeks) than the state program which will allow her to maximize the time she has with her baby. Chelsea wants to know more about what steps to take to apply for the program so the process is uncomplicated for her and her employer.

► OCCUPATION

Full-time salaried at a tech firm

► HOW CHELSEA GETS THINGS DONE

Frequent technology use and high-speed internet access

► CHELSEA'S GOALS

- Maximize time with her child while minimizing impact on her employer.
- Confirm that she qualifies.
- Find out how her husband can maximize his time off – can he take Family Leave? Different times or the same time?
- Combine with existing benefits offered through her company to maximize bonding time.
- Apply online. Expects the process to be uncomplicated.
- Complete the application before the baby is born to minimize paperwork post-birth.

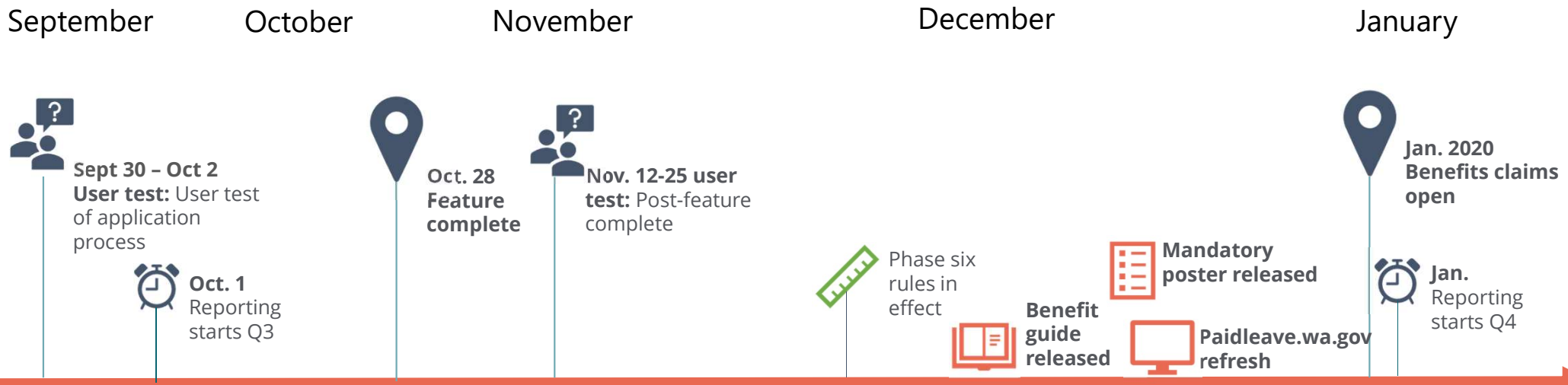
► CHELSEA'S BARRIERS

- Weekly claim.
- Concern for her employer (not a lot of bandwidth).
- She will be one of the first in her company to use this – fear of the unknown.
- Timing of payments and reimbursement rate.
- Employer might not have processes or knowledge around the program/application/claim.

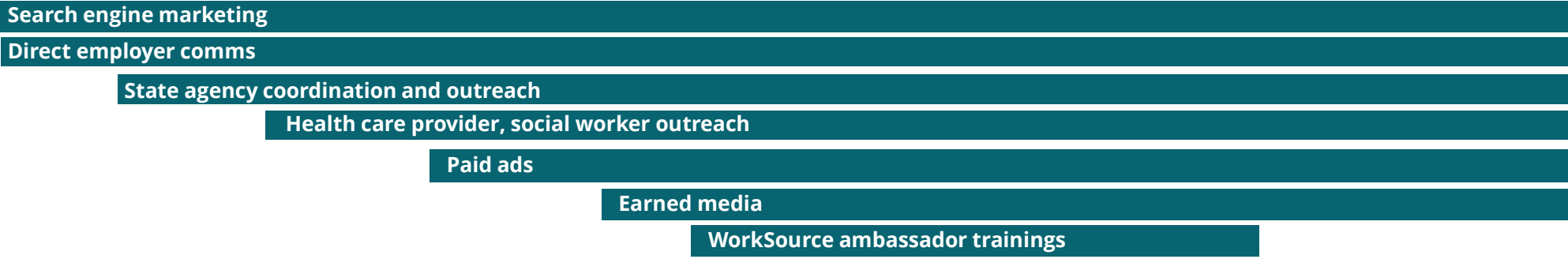
Customer Feedback – Chelsea Persona

- Had 7 one-on-one feedback sessions from 9/30- 10/4
- Tested (paper versions):
 - Checklist
 - Calculator
 - Application
- Working with our usability vendor to compile all feedback

Marketing & Communications



Communications



Paid and earned media

Goals:

- Targeting and reaching those who need the benefit prior to, and at, launch.
- Amplifying after launch.

	November '19	December '19	January '20	February '20	March '20 – Dec.'20
Audience	Knows about the program and needs it (planners) – Personas: Chelsea and Eduardo				
				May or may not know about it and needs it (unplanned) – Personas: Kevin and Carole	
					Everyone – need leave or not
Advertising tactic	<ul style="list-style-type: none"> • Targeted EE: digital, social, display, SEM. • Targeted ER ads for HR, benefits managers and small business (around managing the benefits). 		<ul style="list-style-type: none"> • Targeted EE: digital, social, display, SEM. • Targeted ER ads for HR, benefits managers and small business (around managing the benefits). 		Launch ads on other platforms – rolling out TV, radio, print, etc.
Earned media	<ul style="list-style-type: none"> • Earned media around Planner Guide(s) 	<ul style="list-style-type: none"> • Launching in Jan. • Benefits guide and poster as opportunity to talk 1.0 process 	<ul style="list-style-type: none"> • We launched! Earned media around benefits launch milestone. 		<ul style="list-style-type: none"> • Use increasing ad campaign as earned media opportunity. • Paid Family and Medical Leave month
Outreach	WorkSource trainings, health care provider/social worker outreach and trainings, state agency outreach and coordination.				+Ambassador training launch
Key deliverables	<ul style="list-style-type: none"> • Planner Guide 	<ul style="list-style-type: none"> • PaidLeave.wa.gov refresh • Benefit Guide (multiple languages) • Mandatory poster • Updated ER toolkit 			Second release of paidleave.wa.gov (added functionality if needed, visual improvements, etc.)
Other key activities	<ul style="list-style-type: none"> • User test 	<ul style="list-style-type: none"> • Adjudication training CCT 	Benefits 1.0 launch!	Benefits 1.2	Benefits 1.3

Exact dates and details may change.

BRINK

WASHINGTON PAID FAMILY
AND MEDICAL LEAVE

CREATIVE CONCEPT
OCTOBER, 2019

An Important New Campaign Phase

Washington Paid and Family Medical Leave is entering an important new phase, where employees will have access to benefits for the first time.

The campaign will need to evolve in order to speak to employees' aspirations, concerns and barriers, while it continues to speak to employers' values of being there to care for their employees.

The Creative Direction addresses four key themes identified in focus groups:

People universally resonate with the idea that we will all need to care for ourselves or loved ones at key moments in our lives

Knowing that the program is available to nearly every Washingtonian is critical, especially to lower-wage employees who don't have many other benefits at work.

Many are concerned about burdening their colleagues or employers, and feeling a sense of community support for using the benefit is important.

Hearing that they are already contributing to the program reinforces a sense that this benefit is "theirs" rather than out of reach.

| Here for you.

One obstacle that gets in the way is the feeling employees have of not wanting to cause undue stress on fellow workers or their boss. This direction speaks to idea that this is benefit is not just for the best jobs or the workers looking for an easy way out of a tough spot, it's the new normal way working people take care of their lives.

Big moments happen for all of us.

There's no such thing as skipping the tough stuff.

But there are such things as support. Compassion. Protection.

And because of Paid Family and Medical Leave, those things are here for all of us too.

So instead of feeling stressed, you can feel safe.

Instead of losing income, you can cover your bills.

Instead of wishing you could help a family member, you can be there when they need it most.

This is what Paid Family and Medical Leave does.

It makes life's big moments less hard, so you can focus on what matters.

It's here for all of us, Washington.

It's here for you.

Print Ad One

**It's here
for you.**

**You've
already
earned it.**

Paid Family and Medical Leave is a new benefit for everyone in Washington—and it's available now. If you worked an average of 16+ hours a week last year, you qualify for paid time off to care for yourself or a family member when it's needed most.

Get details at paidleave.wa.gov

LOGO

Print Ad Two

**It's
here.**

**It's
yours.**

Paid Family and Medical Leave is a new benefit for everyone in Washington—and it's available now. If you worked an average of 16+ hours a week last year, you qualify for paid time off to care for yourself or a family member when it's needed most.

Get details at paidleave.wa.gov

LOGO

Digital Ad One



*Alt:
So you can be there for him/them*

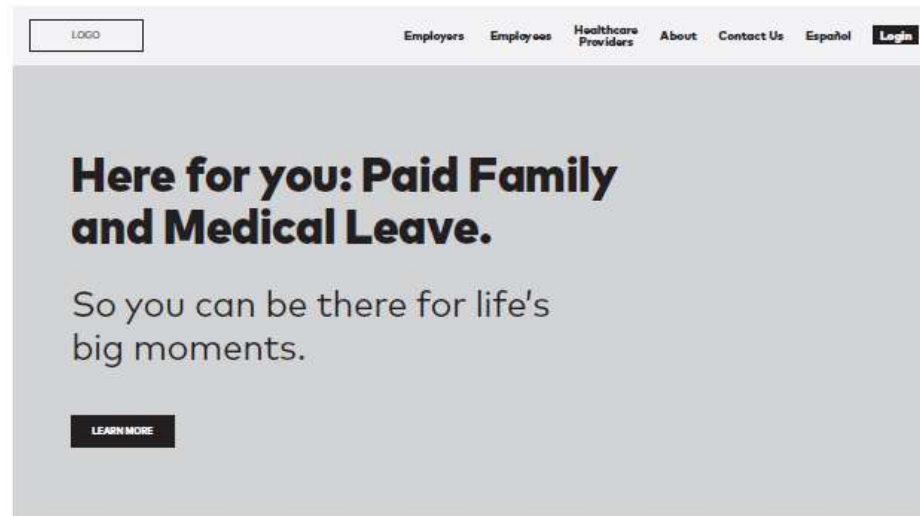
Digital Ad Two



Digital Ad Three



Website One



Website Two

The image shows a website layout with a light gray header and two main content columns. The header contains a logo placeholder and a navigation menu. The left column features a heading 'Here for you.' followed by text about Paid Family and Medical Leave and a 'PMA EMPLOYEE' button. The right column features a heading 'Here for your employees.' followed by text about time off and a 'PMA EMPLOYER' button.

LOGO

Employers Employees Healthcare Providers About Contact Us Español **Login**

Here for you.
Paid Family and Medical Leave.
Learn about your new benefits.

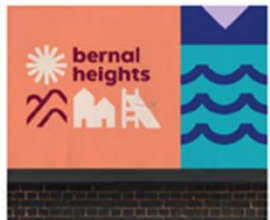
PMA EMPLOYEE

Here for your employees.
Time off keeps business healthy too. Learn how it works.

PMA EMPLOYER

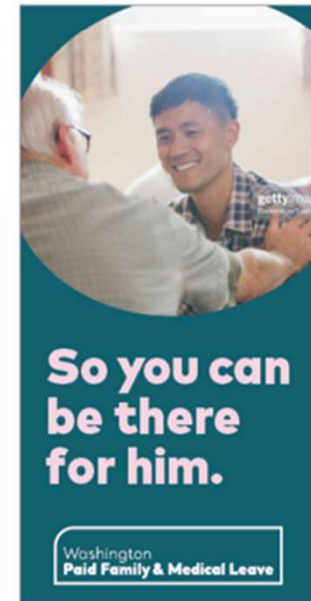
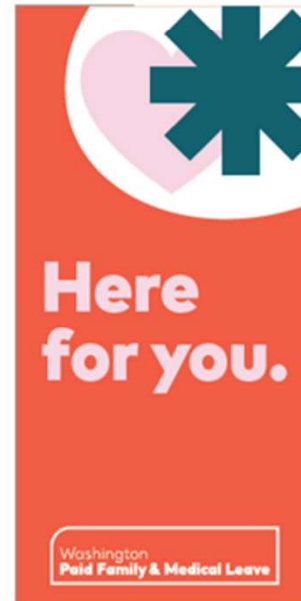
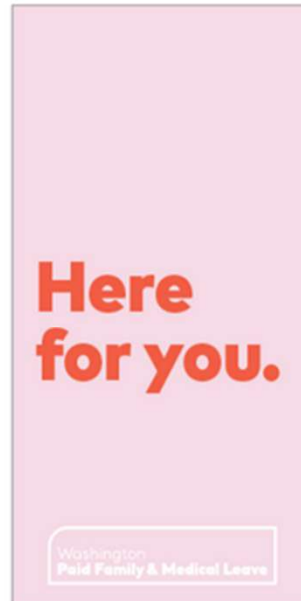
Visual Direction

Visuals: Bright, positive colors applied through bold typography and simple, accessible iconography. Creating simple animation with the icons for banner ads, video and web will create visual interest, break through the clutter and create a way to intentionally incorporate photography in to the concept, once we have those assets. (Brink to share example of animation style)



Mock-up ad: Sample digital ad (first two of three frames)

Eye-catching color combinations break from the clutter. Bold, high contrast text treatments combined with clear icons create a simple, direct and accessible concept. The icons (currently for placement only) will represent specific moments of care and human connection which will animate and evolve to include photography.



Colors: Vibrant and energized. High contrast palette to ensure maximum accessibility at all times.



2020 Advisory Committee meetings

Discussion:

- January – May: In Olympia, 3rd Friday of the month, 1-3pm?
- In June, shift to 3rd Thursday of the month, 10am- noon; alternating between Olympia and Seattle?
- Frequency?

For the good of the order: open comment

Next meeting Wednesday, November 13, 2019

Continue the conversation

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Visit us online at
www.paidleave.wa.gov



Join our listserv at
bit.ly/PaidLeaveList



Ask questions and make
comments on our public forum
at bit.ly/CommentForum

Voluntary plan update

As of 10/07/2019

385 preliminary applications

47 medical

28 family

310 both



334 completed applications received



303 applications fully processed

248 approved

31 denied

24 withdrawn