

A group of people are gathered around a wooden table in a meeting. The table is covered with various documents, including a large sheet with a colorful circular diagram, and several sticky notes in yellow, pink, and green. A woman on the right is smiling. A blue semi-transparent box is overlaid on the center of the image, containing white text.

CONNECTICUT PAID LEAVE (CTPL)

**LEADERSHIP ENGAGEMENT TOOLKIT
FOR THE BOARD OF DIRECTORS**

The Board Toolkit...

This toolkit provides board members with important messages about Connecticut Paid Leave that can be shared with friends, colleagues and throughout your community.

The toolkit is a part of a larger statewide internal and external campaign to raise awareness about Connecticut Paid Leave and its benefit to Connecticut's workforce.

The campaign has three phases and calls to action:

- 1 Build Awareness & Excitement for CT Paid Leave Website**
 - Explain the value of CTPL and importance of it achieving its vision and mission
 - Connect how your board service advances the goals of CTPL
 - Encourage those in your community and spheres of influence to visit the website and spread the word about CTPL
 - **Timing:** Website Launched on September 4th, 2020 – Visit <https://www.ctpaidleave.org>
- 2 Inform & Support employer registration**
 - Be a champion of CTPL (stay visible) and encourage your community to learn more about CTPL
 - Follow through on answering questions and addressing concerns by referring them to the Paid Leave Authority 'Contact Us' feature on the website
 - **Timing:** Registration opens November 1st (soft launch); **December 1 for all other registrants**
- 3 Sustainable Support for addressing concerns**
 - Share success stories of CTPL
 - Share accomplishments and achieved goals with your circle of contacts
 - Gather details for opportunities for improvements and pass along to the Authority
 - Timing: Ongoing - Visit the 'Contact Us' page on <https://www.ctpaidleave.org/>

Our Current Focused Activities

Now that the CT Paid Leave website has launched, we are focused on **informing our communities and supporting** the implementation of Paid Family & Medical Leave Act, the CT Paid Leave Authority and the program.

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Inform & Support employer registration

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Sustainable Support for addressing concerns

- Share success stories of CTPL
- Share accomplishments and achieved goals with your circle of contacts
- Gather details for opportunities for improvements and pass along to the Authority
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Board Leadership Toolkit # 1:

Building Awareness & Demonstrating Visible, Engaged Support

Our Ask of Each Of You -

1. “Make the Time”

1. Share the CTPL website - <https://www.ctpaidleave.org/> with your friends and colleagues
2. If you're in a workplace, ask if CTPL can be added as an agenda item for brief discussions at team meetings
3. Reach out to a colleague to discuss how CTPL might impact their family, business or workplace
4. If you belong to professional or service organizations, ask if CTPL can be added as an agenda item for discussion or if a presentation can be scheduled.

2. “Share the Resources & Materials”

1. Key Messaging – strategic talking points, slides
2. Communications – newsletters, emails
3. Videos – FAQs, tutorials
4. CTPL website - <https://www.ctpaidleave.org/>

Links to Resources & Materials -

- Key Messaging/Talking Points - slide 7
- CTPL FAQ Video - https://www.youtube.com/channel/UCI77ghYG5cL60Zp307u4BRQ/featured?view_as=subscriber
- CT Paid Leave website - <https://www.ctpaidleave.org/>
- Where to go with questions.... FAQs and Contact Us page the CTPL website https://ctpaidleave.org/s/contactus?language=en_US

Materials & Resources



Please use the following talking points, videos and “general message” slide when discussing CT Paid Leave with your family, friends and colleagues.

Social Media

- Facebook - <https://www.facebook.com/CTPaidLeave>
- Instagram - <https://www.instagram.com/ctpaidleave/>
- Twitter - <https://twitter.com/CTPaidLeave>
- YouTube Videos - https://www.youtube.com/channel/UCI77ghYG5cL60Zp307u4BRQ/featured?view_as=subscriber



Introducing Connecticut Paid Leave

What is the Connecticut Paid Leave (CTPL) program?

Connecticut's Paid Leave program offers Connecticut workers access to paid time off for qualifying life events, including childbirth and seeking treatment for serious health conditions for themselves or their families.

CTPL offers income replacement benefits while taking leave to address personal and family health needs.

For employers, CTPL provides the tools and resources to promote a happy, healthy, vibrant, and inclusive workplace and comply with state law.

Introducing CT Paid Leave Authority

The CT Paid Leave Authority serves a growing need by providing financial relief to Connecticut families, allowing individuals to care for a loved one, or themselves, without having to worry about lost income.

Its Mission -

- To provide Connecticut's workforce pathways to accessible paid family leave benefits.
- Empower employers, administrators and healthcare providers by offering helpful tools for understanding their vital roles and provide support to navigate our program.
- Provides the tools and resources to promote a happy, healthy, vibrant, and inclusive workplace and comply with state law.

What Does the Paid Family and Medical Leave Act (PFMLA) Say?

PFMLA provides workers access to paid leave for certain qualifying life events

These life events include:

- Addressing your own serious health concern(s);
- Bonding with your child after birth, adoption or foster placement;
- Providing care to your seriously ill or injured family member;
- Addressing qualifying needs arising from the foreign deployment of a related service-member;
- Serving as an organ or bone marrow donor; or
- Taking time to address your own needs that arise from incidents of family violence

What is the Connecticut Paid Leave (CTPL) Timeline?

- September 4th, the CTPL external website will go live
- November 1, 2020, **soft launch of the registration process**
- **December 1 – registration opens for all employers, sole proprietors and self-employed individuals**
- January 1, 2021 – employee contributions to the Trust Fund begin

What You Can Expect

1. Information and answers on the CTPL website - <https://www.ctpaidleave.org/>
2. Additional communications and videos about CT Paid Leave in the coming weeks either through your employer and newsletters with more information about paid leave

Introducing Connecticut Paid Leave



What is the Connecticut Paid Leave Program?

For Connecticut employees, the paid leave program offers income replacement benefits while taking leave to address personal and family health needs. For employers, this program provides the tools and resources to promote a happy, healthy, vibrant, and inclusive workplace and comply with state law.

What is the CT Paid Leave Authority?

The CT Paid Leave Authority serves a growing need in providing financial relief to Connecticut families, allowing individuals to care for a loved one, or themselves, without having to worry about lost income.

What is the Connecticut Paid Leave Timeline?

- September 4th - the CTPL external website went live
- November 1st, 2020 – employers begin registration – soft launch
- **December 1, 2020 – all employers, self-employed and sole proprietors may begin registration**
- January 1st, 2021 – contribution collections begin