

Goal: ID Strategies/Actions Over Next 3 Months

Focus on Culture Shift:

What will it take to ensure hiring entities understand their obligation and domestic workers understand their rights and how to get them enforced? How do we reach populations who don't consider themselves domestic workers?

Enforcement:

How is enforcement being addressed by the board as a whole? Should the name of this committee be changed to compliance to include regulatory (enforcement) along with outreach? Currently, the Outreach Workplan does not address enforcement.

Does our board know the repercussions for not violating the ordinance and how do we communicate that to the public?

How can we promote material action to stop exploitative labor? We can't just focus on those groups who already want to do the right thing, we may have unused regulatory power.

How do we promote the # that domestic workers can call at OLS to report violations and remove barriers to utilization? Currently, the number is hardly used.

Reaching ALL Domestic Workers

COEF partners are reaching some but board members have heard that with more funding they could reach more domestic workers. [Teresa \(and Sylvia? Candace?\) will work on a "sub-sub committee ;\)"](#) to reach out for a meeting with COEF partners and other organizations who could speak to how they can reach marginalized and hard to reach communities of domestic workers. Colleen, Erica, etc to be included. We also need to ID segments of communities that need outreach – may not all be reached by COEF partners – and create a strategy to fill these gaps.

Media and Communications:

Liz: "Never start new media outlets when you can provide content to existing audiences"

[Liz and Emily will begin a project](#) to provide content to a list of organizations with pre-written Facebook and social media content. Then will monitor and see how they do.

[Jennifer will send a compiled list](#) of all resources we are trying to promote (ie DWO Notice of Rights, Portable Benefits Survey, etc) to the group and [Teresa will create a survey](#) to gather relevant contacts and channels to distribute these resources.

Should we be buying ads as well? Especially with [care.com](#) or other third-party platforms?

Budget:

Budget requests are tied to strategies for culture shift and compliance; when requesting funding tying the ask to strategies will be most effective. All agree essential to maintain funding for Hand in Hand – critical work and huge contribution toward work plan. We will explore recommendations for further funding for reaching domestic workers.

Questions for Full Board:

How can we ensure third party platforms make the DWO known and platforms are held accountable when workers are mistreated? Should we consider an amendment package or ordinance as a board to hold third party platforms and employers who use them accountable? Should we reinstate the policy committee to address questions like this? A mandate of notice of rights is in the policy committee work plan currently. [DANA AND SYLVIA MAY ADD TO FULL BOARD AGENDA.](#)