

Short-term Communications Plan: Oregon Educators Benefit Board (OEBB)

The following Short-term Communications Plan addresses the immediate communications needs of the newly created Oregon Educators Benefit Board (OEBB) and goes into effect September 2007. The plan should be fully implemented by October 2007, except where stated, when the focus of communications will shift to a more long-term approach.

This plan sets forth preliminary communication options to inform the OEBB Board, members, stakeholders and staff of OEBB development, and establishes a preliminary plan of action required to inform and address questions and concerns of the OEBB members and stakeholders. The plan also serves as an outline for the OEBB Web site and off-line communications policies.

1. Preliminary OEBB Web site map:

A: OEBB customer-focused information for members use to be posted within the next four weeks (except where noted)

OEBB Calendar

- Board meetings
- OEBB Meeting Minutes
- Open enrollment and deadlines (when information becomes available)

OEBB Mailing List (List Serve)

- Become a member of the List Serve
- Members may sign up for newsletter subscription, e-mail alerts and meeting announcements
- List Serve creates a database of contacts in OEBB interested parties for Board and staff use

(The following information will be added to the customer-focused information section of the site after plans are rolled out and benefits announced)

For Oregon School District Employees (added to site when information becomes available)

- Enrollment
- Benefit plans handbook (link to pdf)
- Benefit forms link
- Link to benefit plans

Benefit Plan Providers (added to site when information becomes available)

- Carriers
- Plan options and highlights
- Carriers contact information

B: Generalized information about OEBB to be posted to the site within the next four weeks (except where noted)

About OEBB, FAQs

- Who we are
- What we do
- Who will be served
- Why OEBB was created

OEBB Guiding Principles

- Goals and Objectives

OEBB Programs

OEBB History (a “living document” that will be updated as the Board “ages”)

OEBB Organization

- Board page
- Staff page

OEBB In the News

- Press Releases
- News Coverage

OEBB Publications

- Newsletter
- Info, memos
- What’s new

OEBB Policies and Procedures

- Temporary Administrative Rules
- Proposed Permanent Administrative Rules
 - ✓ Public Hearing Schedule
 - ✓ Public Comments
- Permanent Administrative Rules
- Policy Clarification
- Procedures

OEBB’s Timeline of action

Contact OEBB

- Questions
- Comments, suggestions (establish a Board e-mail that the staff will administer)
- Survey of OEBB performance – possibly send to members by the beginning of 2008

Possible additions may include adding a blog or providing members with the ability to ask questions of the OEBB via the Web site, which the staff can answer within a given amount of time, also via the Web, and letting it serve as a posting for other members to read

2. Newsletter:

Distribution of the first edition of the OEBC newsletter will be on Oct 1, 2007 with monthly editions to follow.

Philosophy

- Mission – to convey news, events and development within the OEBC to stakeholders and members
- Name of the publication – (Need to select a name)

Newsletter story budget

- Stories for first two editions – introduction of OEBC, introduce the Board and staff, provide contact info, a short descriptive history of the plan, perhaps a Board or administrative highlight, a column by the chair or deputy administrator explaining the positive nature of the OEBC and a spot asking for feedback.
- Letter from chair or deputy administrator in each edition?
- Average length of newsletter – four pages?

Newsletter distribution

- Electronic format only
- Audience – school administrators, educators, and other school staff, eligible retirees, school board members, interested parties
- Deadline for copy, deadline for production – Copy due to newsletter editor by the 20th of each month; production deadline on the 25th of each month, or the Friday before should either one of those dates fall on a weekend or holiday.
- Monthly distribution date – will post to the OEBC Web site by the first day of each month or the Friday before should that date fall on a weekend or holiday.

3. Communications and media policies and procedures:

Write communications policies and procedures

- Create media interaction policy to inform members of the Board and staff how to interact with the media
- Teach and coach the OEBC Board and staff how to interact with the media and develop clear and pointed deliverable message that will be issues prior to each dealing with the press
- Develop policy for handling information requests, e-mails, phone calls and solicitations
- Develop communication policy to deliver information as changes occur and on a routine basis with members and stakeholders of the OEBC

4. Printed collateral and marketing materials: (beginning or late spring 2008)

Printed informational materials delivered to member districts about the OEBC and its purpose for posting in common areas (posters, informational flyers)

- OEBC introduction information to members
- What users can and should expect from OEBC
- Documents to help guide and explain enrollment process for school district employees – (delivered one month prior to open enrollment)