



OEBB Outreach Network

Application Materials

Oregon Educators Benefit Board Outreach Network Charter

Revised and approved: April 24, 2008

The Oregon Educators Benefit Board Outreach Network is a representative group of school district and education service district employees from districts throughout Oregon. The Outreach Network provides the OEBB with qualitative, in-the-field information about the development of the OEBB benefit plans and programs, OEBB's affects on members and member's issues and concerns, and the quality of OEBB's communications to members.

The ideal Outreach Network member is one who remains objective and unbiased, is energetic, is respected by colleagues, possesses the ability to clearly explain complicated matters to others, has a desire to make a direct impact on his or her peers' lives and is connected to the community.

Prospective members of the OEBB Outreach Network will make an application to OEBB through an application packet found on OEBB's Web site, Oregon.gov/das/oebb, that will be forwarded to OEBB staff. If selected the applicant will become an liaison to the Board and staff. Network members will be chosen without regard to an individual's race, color, religion, gender, sexual orientation, marital status, national origin, political affiliation or age.

The OEBB staff shall screen all qualified applicants, selecting those who best fit the ideal candidate requirements listed in the Staff will provide the Communications Workgroup and/or the Board with regular updates on the status of the Outreach Network, selected applicants and individual member applications when and if the need arises.

The Network members' responsibilities will include gathering qualitative data and reporting perceptions and reactions of their peers; guiding and assisting colleagues with questions and concerns about OEBB; directing members to OEBB staff for further assistance or clarification; and identifying emergent issues of their peers in their respective geographic region as a communications advisory group for the OEBB. The information gathered will assist the Board and staff to shape programs and messaging to achieve short- and long-term goals. The Outreach Network will not, however, have authority to direct program development or communications, but will be a vital communications advocate among school districts, OEBB and its members. The Board's expectation is that the Outreach Network will provide timely and candid feedback of emerging issues or developments among school and education service district employees.

OEBB is committed to keeping the Outreach Network members informed of progress during key milestones and developments. The OEBB staff will facilitate communication with Outreach Network members via teleconference, e-correspondence, face-to-face meetings and printed materials.

Re: Oregon Educators Benefit Board Outreach Network Member Selection Process

We recognize the importance of helping to make the transition to the OEBB as smooth and as seamless as possible as district employees begin preparing to receive new benefit plans from a new provider beginning on October 1, 2008.

Knowing this, we at the OEBB are making it a top priority to get information to our future members so they are better equipped to make important decisions about the health and benefit plans they will choose for themselves and their families.

One of several educational and outreach efforts we have created to assist members in learning more about the OEBB and its future plans is the Outreach Network. The importance of this program, we feel, is to fully-engage employees in a process that will ultimately impact their lives.

With your support, and the help of self-appointed volunteer leaders, the Outreach Network can be successful in bringing the OEBB's message and information to many more people than we could hope to reach through more traditional forms of communication.

The Outreach Network members – those volunteers who apply to represent the program – will be a mobilizing group of individuals who will ultimately help the OEBB make better decisions during future planning because of the two-way communication the Board will receive from the member serving in the districts and regions.

With your assistance we hope to find several volunteer members to help educate their peers about the OEBB and make the transition to the OEBB a smooth one.

To help you reach out to potential members, we have included in the following packet:

- An Outreach Network member interest notice with an application -- simply print multiple copies and post on your bulletin boards
- A flier to attract potential Outreach Network members— you can print it in color or black and white. Whatever is easiest for you!
- Sample questions we will ask to help us select the best Outreach Network member
- Timing of the program
- Orientation agenda

We only ask that you provide a place to post the application materials and a place for interested people to turn in their completed application forms. Any completed applications, please forward them to Scott Rupp, Communications Coordinator at 1225 Ferry St. SE, Salem, OR 97301.

We thank you in advance for your assistance in helping to make the OEBB Outreach Network a success. If we can answer any of your questions, please call (503) 378-5353 or e-mail scott.e.rupp@state.or.us.

The OEBB Outreach Network seeks Members

The Oregon Educators Benefit Board Outreach Network is recruiting energetic and informed people to become members of a volunteer group that will help shape the future of the OEBB. Members will help us promote the OEBB's benefit plans and programs, encourage a healthy lifestyles among co-workers, and communicate the comments and concerns of peers to the Board to help them make informed future decisions about the benefit plans it will offer.

- **Member responsibilities include:**
 - ◆ Generating excitement for the OEBB benefit plans and programs
 - ◆ Serving as a liaison to the OEBB regarding program progress
 - ◆ Contributing a few hours per month, plus current job responsibilities, to help educate district employees

- **Activities include:**
 - ◆ Participation in conference calls with other Outreach Network members
 - ◆ Planning or coordinating local events that promote the OEBB
 - ◆ Providing information about the OEBB to co-workers
 - ◆ Rallying support among co-workers
 - ◆ Promoting the OEBB benefit plans using materials provided
 - ◆ Gathering peer feedback of the OEBB programs and services

Apply today.
Call OEBB at (503) 378-4606 or
e-mail OEBB.info@state.or.us for more information.

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[] **Yes, I am interested in becoming an OEBB Outreach Network member. I want to:**

- ◆ Build positive anticipation for the upcoming program changes
- ◆ Encourage understanding of how to get the most from the OEBB benefit plans
- ◆ Promote healthy lifestyles among my co-workers
- ◆ Serve as a liaison between the OEBB and my peers regarding benefit plans
- ◆ Spend a few hours each month coordinating the updating of information about the OEBB benefit plans

Signature: _____ Print Name: _____

Date: _____ Phone #: _____

E-mail: _____ School District: _____

Job Title: _____

Note: When applying, please answer the questions on page 6 and submit along with this form for consideration.

Want to make a difference?

Apply for the OEGB Outreach Network



- Have you supported a friend who was trying to get healthy?
- Are you the “go-to” person for your friends’ questions about wellness and benefit programs?
- Are you looking for an opportunity to develop some new leadership skills?
- Want to feel like you are on the inside track of development when it comes time for you and your co-workers to choose OEGB benefits?

Apply today!

Become an Outreach Network Member

**Call OEGB at (503) 378-5353
for more information!**

Questions for Outreach Network Members Completion

Please answer and return to Scott Rupp, OEBC Communications Coordinator, along with your contact information from page 4 of this packet.

It may be helpful to interview potential members to select the right one for your location. Following are some sample questions:

1. Please describe why you are interested in being an Outreach Network member.
2. What type of experience have you had in getting people involved or interested in an activity or idea?
3. Some of the responsibilities of this position include gathering information from employees about their perceptions of the OEBC, reporting the thoughts and ideas of your co-workers to the OEBC, giving out the OEBC information and fielding questions about the OEBC's benefit plans. Tell me how you will accomplish these tasks.
4. Enthusiasm, support and a positive attitude are important traits of an Outreach Network member. Tell me about a time when you spread a positive message or helped someone overcome a challenge.
5. What special skills do you have that will help you promote the OEBC Health Benefit Program to your co-workers?

Key Messages

It is essential that school employees hear consistent messages about the OEBC benefit program regardless of their location. We ask that all of you refer to the key messages below before addressing employees.

How do I explain the Oregon Educators Benefit Board?

With the passing of Senate Bill 426, signed by the Governor on March 21, 2007, the Oregon Educators Benefit Board (OEBC) was established in the Department of Administrative Services.

Essentially, the law changes the way K-12 school districts and education service districts (ESDs) provide medical benefits such as health, dental and vision insurance to school district and education service district employees.

Currently, about 200 school districts and 20 ESDs purchase plans for their own employees independently or through one of three health plan purchasers. The

OEBB will pool most of these employees together and the Board is now responsible for designing, contracting, and administering benefits for these employees beginning in October 2008.

As charged by Senate Bill 426, the Board has made its top priority to seek high-quality benefit plans from providers to serve our members and their families.

What else should I say about the Oregon Educators Benefit Board?

The Board was created to offer school district and education service district employees and their dependents high-quality health, dental and other benefit plans at an affordable cost.

The intent of the bill was to put more money directly in Oregon's classrooms by saving school districts money on health insurance. Savings is expected because the size of the pool will provide more buying power and will reduce administrative costs associated with duplicating services for separate group administrators.

Studies by several groups throughout the past decade indicate that by pooling insurance, potential savings can add up to millions of dollars annually, but only time will tell how much is actually saved through the pool.

Additionally, with the creation of the OEBB, the rate of medical inflation affecting school districts is expected to slow because the Board will be better equipped to design and deliver a plan it sees as most beneficial to its members -- like proactive and preventive care, evidence-based health coverage, and providing members with increased awareness and education of health related topics.

For more information, please visit www.oregon.gov/das/oebb.

Frequently Asked Questions (FAQs)

OUTREACH NETWORK MEMBER QUESTIONS

Q. What should I do if no one is interested in the Outreach Network member role?

A. A communications plan has been designed to assist you in generating interest. However, if no one applies for the position, then you might recruit a qualified employee to serve as the Outreach Network Member.

Q. Can a location have more than one Outreach Network member?

A. Yes. The OEBB is seeking many Outreach Network Members to gain a better idea of what school district employees need and want when it comes to their benefit plans and wellness program. In fact, a district may have several Members in several different employee classification groups.

Q. Are Outreach Network members paid for the hours they work on behalf of the OEBB?

A. No. This is a non-paid, volunteer role.