

Communications/Change Management Workgroup Minutes September 27, 2007

The Communication/Change Management Workgroup of the Oregon Educators Benefit Board held a regular meeting on September 27, 2007 at the Willamette Education Service District, 2611 Pringle Road in Salem, Oregon. The meeting started at 2:15 p.m.

Attendees

Board Members:

Victor Musial
Peter Tarzian
Michael Cannarella

Board Members Absent:

Tom Husted

OEBB Staff:

Scott Rupp, Communications Coordinator

Watson Wyatt Consultant:

Carol Butterfield

Guests:

Glenn Baly, OEBB Staff
Steve Schmick, Kaiser Permanente
Mary Margaret Castaneda, HealthNet



Scott Rupp stated that one of the most important things to be done is to find a way to get information to all stakeholders, including the people (custodians, kitchen staff, maintenance workers, etc.) who may not have access to computers.

Glenn Baly stated that communication is connected to everything the Board does.

Victor Musial suggested that OEBB make a request of the various labor organizations to be added to their mailing lists or listservs.

Carol Butterfield stated that they have included a change management model to address managing the process of change and transitioning the people involved. Navigating change involves three components:

- ✓ Managing the process
- ✓ Creating the pull for change
- ✓ Supporting the organization through the change

It is important to understand the culture of the people whom you are asking to make a change.

The workgroup discussed the importance of presenting the need for change in a way that stakeholders (employees, unions, suppliers, etc.) at every level understand the need and feel motivated to move toward the change. Aligning the districts with the change will enable the stakeholders to move more easily toward the change.

Peter Tarzian stated that there are many people who are anxious about the issue of comparability as well as the people who are trying to find a way not to join. He suggested that OEBB focus on the positive messages early before someone out there does it in a not so positive way.

Glenn Baly stated that there are two messages that need to go out. The first short term message should be about who OEBB is and what they are about and then the long term message about the actual plans.

Victor Musial stated that OEBB needs to direct the dialogue.

Victor Musial suggested OEBB attempt to send a mailing to OEBB members within a very short time period in which we introduce ourselves and what the Board is trying to accomplish as a way of reaching out and letting them know OEBB is moving forward.

Peter Tarzian added that we should talk to DOJ to find out whether the names of district employees is information we are entitled to since the members are required to join the OEGB.

Michael Cannarella suggested developing a communications strategy that allows OEGB to announce major milestones when they happen; either to members and stakeholders or through other means.

Michael Cannarella stated that concerns he is hearing from his constituency are regarding comparability, cost and quality.

The workgroup discussed what they think would be considered successful communication in the eyes of the stakeholders.

The group came to consensus on the importance of recognizing who the stakeholders are (culture) and what is important to them regarding their healthcare. The message needs to be addressed to the specific groups. Carol Butterfield suggested that the communication workgroup identify the leaders within the different groups and find out their general attitude toward the change. Also analyze the various attitudes of the group as a whole about the change.

Victor Musial stated that during collective bargaining either side can request, at any time, to join OEGB early if they choose.

Peter Tarzian stated that one message that should go out early to both management and labor is the benefit of joining.

Scott Rupp stated that, at this point there is no product with which to engage or coax the stakeholders to buy into so in the next 6 months the message should be who OEGB is until there is a product to show them.

The workgroup will meet again on October 11 in Salem.

The meeting adjourned at 4:00 p.m.