

Communications/Change Management Workgroup Preliminary Recommendation for Outreach Network Charter

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 Board with qualitative information about the development of the OEBB benefit plans and programs and its communication to members.

Members of the OEBB Outreach Network will be self-nominated and selected to represent the Board without regard to an individual's race, color, religion, gender, marital status, national origin, political affiliation or age.

The Network will serve to gather qualitative data, assess perceptions, anticipate reactions and identify emergent issues of constituents in their respective geographic region. The information gathered will help the Board and staff shape programs and messaging to achieve short- and long-term goals. The Outreach Network will not have authority to direct program development or communication, but will provide a vital link to districts and future members.

The OEBB is committed to keeping the Outreach Network informed of progress at key milestones. The Board's expectation is that the Outreach Network will provide timely and candid feedback. The OEBB staff will facilitate communication with Outreach Network members via teleconference, e-correspondence and printed materials.

The ideal Outreach Network member is one who 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 their peers' lives and is connected to the community.