Oregon Educators Benefit Board
Engagement Workgroup Charter
(As of November 30, 2011)

1) Background

The Oregon Educators Benefit Board (OEBB) was created in 2007 by Senate Bill 426 to provide access to affordable, high-quality healthcare and other benefits for most of Oregon's school district employees. Currently, more than 147,000 people receive their health benefits through OEBB.

In September 2007, the Board created the Communications Workgroup (renamed in November 2011 and hereafter referred to as the Engagement Workgroup) as a permanent body charged with setting OEBB communication strategy, establishing communication priority and providing recommendations about how best to educate, communicate and promote OEBB programs with OEBB members.

2) Workgroup Roles

- The Engagement Workgroup will determine strategies and priorities related to communicating and educating OEBB members.
- The Engagement Workgroup will, as directed by the Board, set goals for OEBB communications efforts annually, or as required to best serve and promote the program.
- The Engagement Workgroup will provide insight and guidance for establishing new ways to increase OEBB's efforts to ensure all members are well-informed and have the information and resources to make the best healthcare decisions.
- The Engagement Workgroup will develop strategies to increase OEBB's two-way communication to engage members as a way to educate and encourage feedback from the members served by the program.
- The Engagement Workgroup will provide the Board with updates and recommendations on what is or is not working well and will suggest changes.

3) Guidelines

The Engagement Workgroup will operate under the following guidelines:

- The Engagement Workgroup decisions will be reached by general consensus of the three sitting Board members.
- Recommendations made by the Engagement Workgroup will be presented to the OEBB Board for approval.
- The Engagement Workgroup meetings will be held in public, unless an executive session is necessary based on the requirements of the Oregon Public Meetings Law.

4) Workgroup Membership

The Engagement Workgroup is made up of three Board members as determined by the OEBB Board chair and accepted by the Board member.

5) Staff Resources

- Jackie Cowsill, Communications Coordinator, OEBB – jackie.cowsill@state.or.us, 503-378-5353
- Heidi Williams, Director of Operations, OEBB – heidi.williams@state.or.us, 503-378-3899
- Denise Hall, Deputy Administrator, OEBB – denise.hall@state.or.us, 503-378-5133