

OREGON BOARD OF EXAMINERS FOR SPEECH-LANGUAGE PATHOLOGY & AUDIOLOGY

For all matters related to this policy contact: Erin.haag@bspa.oregon.gov

CUSTOMER SERVICE POLICY STATEMENT AND STRATEGY

This policy supports the Board of Examiners for Speech-Language Pathology & Audiology (Agency/BSPA) in promoting trust in Oregon state government and elevating quality customer service in daily agency operations and planning through accessible, timely, and responsive customer service.

The purpose of this policy is to:

- Ensure universally accessible and responsive communication with Oregonians and agency business partners.
- Reinforce an equitable customer service culture across the enterprise.
- Continuously measure customer service feedback.
- Continuously drive improvement.

APPLICABILITY

This policy applies to all Board of Examiners for Speech-Language Pathology & Audiology employees, contractors or volunteers.

ATTACHMENTS

None (this policy will be included in BSPA's Strategic Plan Document)

DEFINITIONS

Contact Center: A system that coordinates telephone and electronic contacts between the agency and the public. In the case of BSPA, the main contact is our general phone number, general email address that is accessible by at least one back up staff person, and the website: www.oregon.gov/bspa.

Customer: Any individual who interacts with a state agency internal or external. The Agency's largest constituency is any Oregonian needing or obtaining speech-language pathology and/or audiology services in Oregon, and their family and loved ones, followed by licensees and applicants. Customers also include professional associations and state and national government bodies and other state licensing and regulatory agencies/boards.

Customer Facing: State occupied location open to the public. Currently the Board is located on the 4th floor or the Oregon State Office Building at 800 NE Oregon Street. As such, the office is locked down and not accessible to the public. Staff is available to meet in person by appointment if needed by contacting our main

office number at 971-673-0220 or our main email address: speechaud.board@bspa.oregon.gov or by contacting one of our three staff people listed on the website.

Customer Service: Timely, accessible, equitable, and responsive support-based interactions between agencies and customers.

POLICY

Professional Workplace

All Board of Examiners for Speech-Language Pathology & Audiology staff, contractors, or volunteers shall ensure all communication are respectful and professional and supports the values and mission of Oregon state government and the Board of Examiners for Speech-Language Pathology & Audiology and state policy. This includes active reading and listening to ensure mutual understanding.

Inclusive Customer Access

The Board of Examiners for Speech-Language Pathology & Audiology provides inclusive customer access that complies with:

- The Americans with Disabilities Act (ADA).
- Enterprise Information Systems' (EIS) [E-Government Guidance](#)

Agency staff will be regularly trained on this policy and practice on use of language interpretation for individual communication. Information for requesting language interpretation shall be posted on the agency website.

The website will be regularly updated to include universal communication preferences for all customers by making phone, video calls, email, and webform submissions available when possible.

Based on agency need and customer community the operating hours of the Agency are 8:00am – 4:30pm Monday through Friday. Due to security at the Portland State Office Building, staff schedules, and universal communication preferences, customers are asked to schedule an appointment with staff if in person service is requested.

All contact information, hours of operation, instructions on how to schedule an appointment shall be made available on the agency website and posted at the office. The agency shall post any scheduled closures deviating from the State of Oregon's official Holiday Hours Official office hours, or weather closings on agency communication channels in advance of the closure, including voicemail, website and social media accounts (currently we have none), and if called for, shared through a media advisory. For unplanned closures, the agency shall follow the DAS policy on Temporary Interruption of Employment 60.015.01.

The agency website will be as accessible as possible and kept up to date with relevant information. All email addresses listed on the website must be active and responded to as outlined below. The Administrative Assistant is responsible for keeping the website updated daily and will review all content on a yearly basis.

The agency customer service levels are measured as part of the Key Performance Measures and will be posted to the agency website.

Responsiveness

Agency employees shall, at a minimum, acknowledge receipt of voicemail, text messages, and email (including web messages if applicable) within one business day. Employees unable to reply within this timeframe shall update their voicemail greeting and email autoreply with details about when the employee will return and an alternate contact name, phone, and email of who can provide responsive assistance while the employee is not available.

The agency shall routinely review mail procedures to ensure all paper mail is opened, routed, and acted upon timely, as determined by agency.

Customer Service Strategy

The agency's customer service strategy will be incorporated into the BSPA Strategic Plan and reviewed by the Board every November. The plan includes:

- Service level goals based on customer feedback received through means such as surveys.
- Data analytics and reporting capabilities to support data-driven decisions and legally-required confidentiality.
- Identification of self-service and accessible tools so customers can more readily answer their own questions.
- Identification of root cause of calls and emails and plans to resolve identified issues.
- Communication channels including self-service options when appropriate, while not eliminating live assistance or equitable access.
- Continuous improvement processes to ensure that service delivery is keeping pace with customer expectations and available technology.

BSPA Key Performance Measures: (Attached)

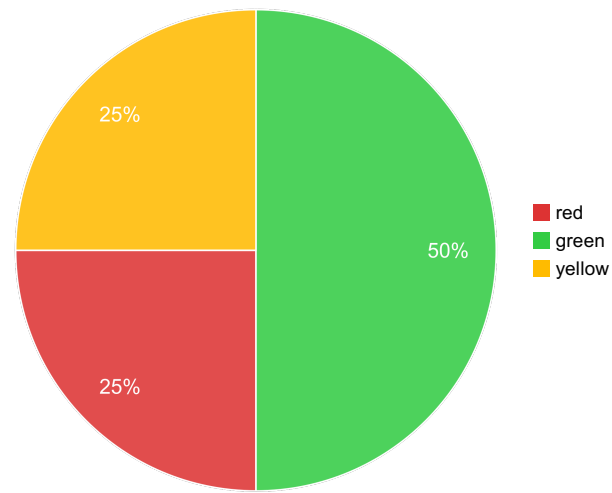
Board of Speech-Language Pathology and Audiology

Annual Performance Progress Report

Reporting Year 2024

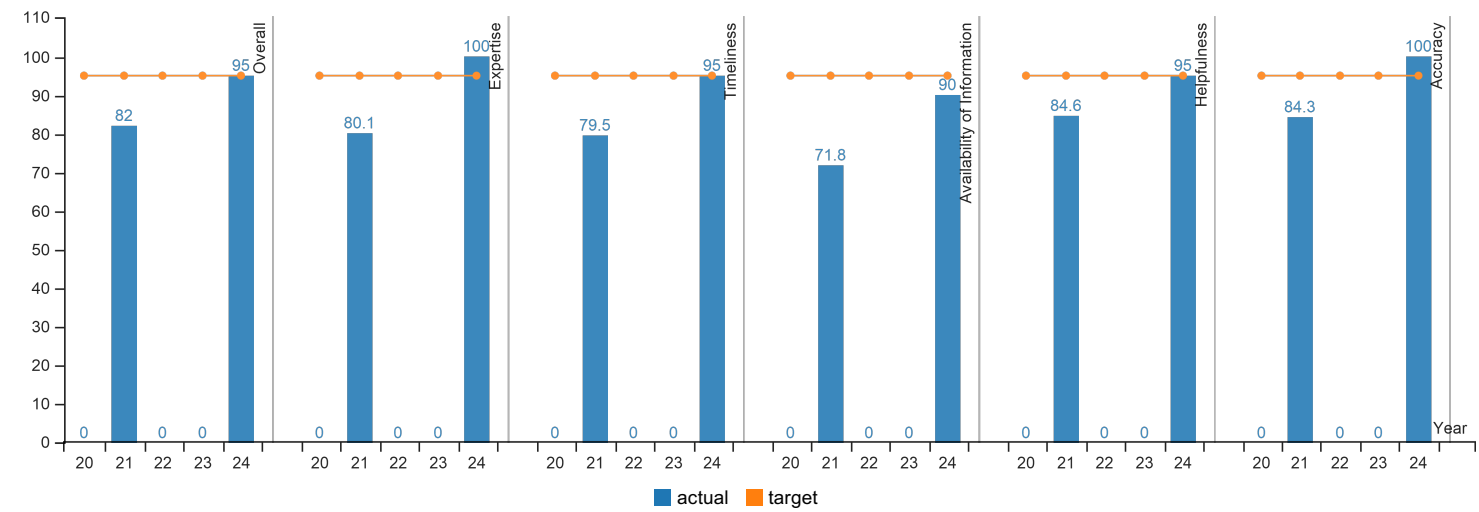
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KPM #	Approved Key Performance Measures (KPMs)
1	Customer Service - Percentage of customers rating their satisfaction with the agency's customer service as "good"; or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.
1	SLPA Supervision - Percentage of School District Compliance with SLPA supervision requirements outlined in OAR 335-095-0050.
4	Timely Resolution of Complaints - Percent of investigations presented to the Board within 180 days from the date of the complaint.
5	Best Practices - Percent of total best practices met by the Board.



Performance Summary	Green	Yellow	Red
	= Target to -5%	= Target -5% to -15%	= Target > -15%
Summary Stats:	50%	25%	25%

KPM #1	Customer Service - Percentage of customers rating their satisfaction with the agency's customer service as "good"; or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.
	Data Collection Period: Jul 01 - Jun 30



Report Year	2020	2021	2022	2023	2024
Overall					
Actual		82%			95%
Target	95%	95%	95%	95%	95%
Expertise					
Actual		80.10%			100%
Target	95%	95%	95%	95%	95%
Timeliness					
Actual		79.50%			95%
Target	95%	95%	95%	95%	95%
Availability of Information					
Actual		71.80%			90%
Target	95%	95%	95%	95%	95%
Helpfulness					
Actual		84.60%			95%
Target	95%	95%	95%	95%	95%
Accuracy					
Actual		84.30%			100%
Target	95%	95%	95%	95%	95%

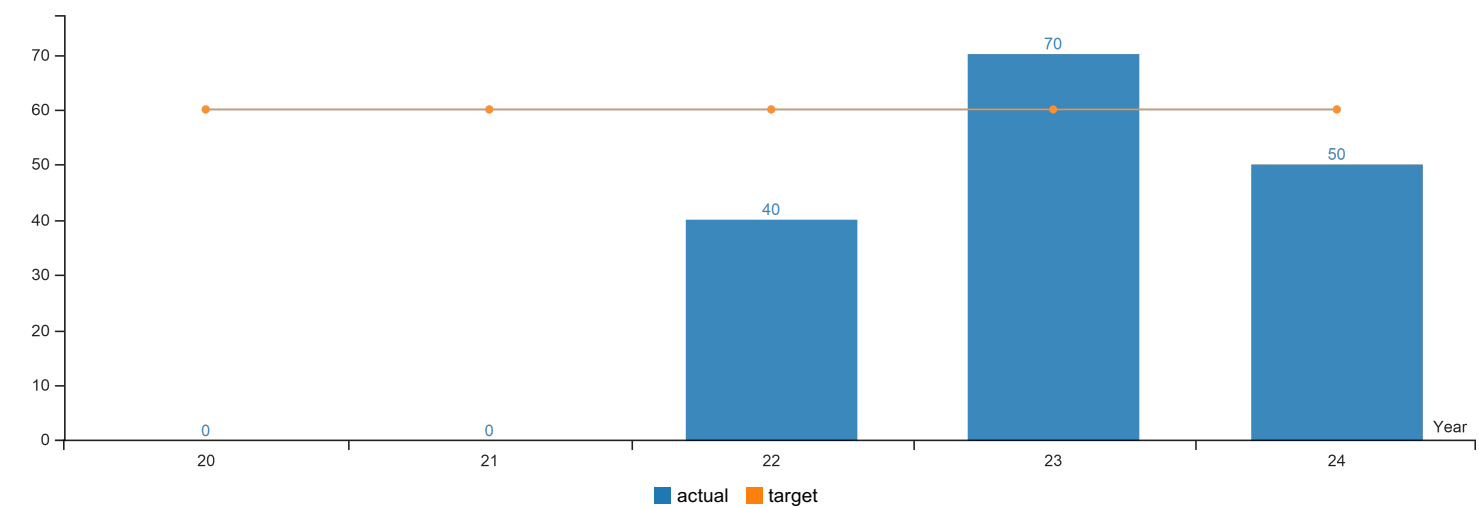
How Are We Doing

New metrics may be included in 2025 due to Governor Kotek's new customer service guidelines.

Factors Affecting Results

KPM #1	SLPA Supervision - Percentage of School District Compliance with SLPA supervision requirements outlined in OAR 335-095-0050.
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2020	2021	2022	2023	2024
Percentage of School District compliance with SLPA supervision requirements					
Actual		0%	40%	70%	50%
Target	60%	60%	60%	60%	60%

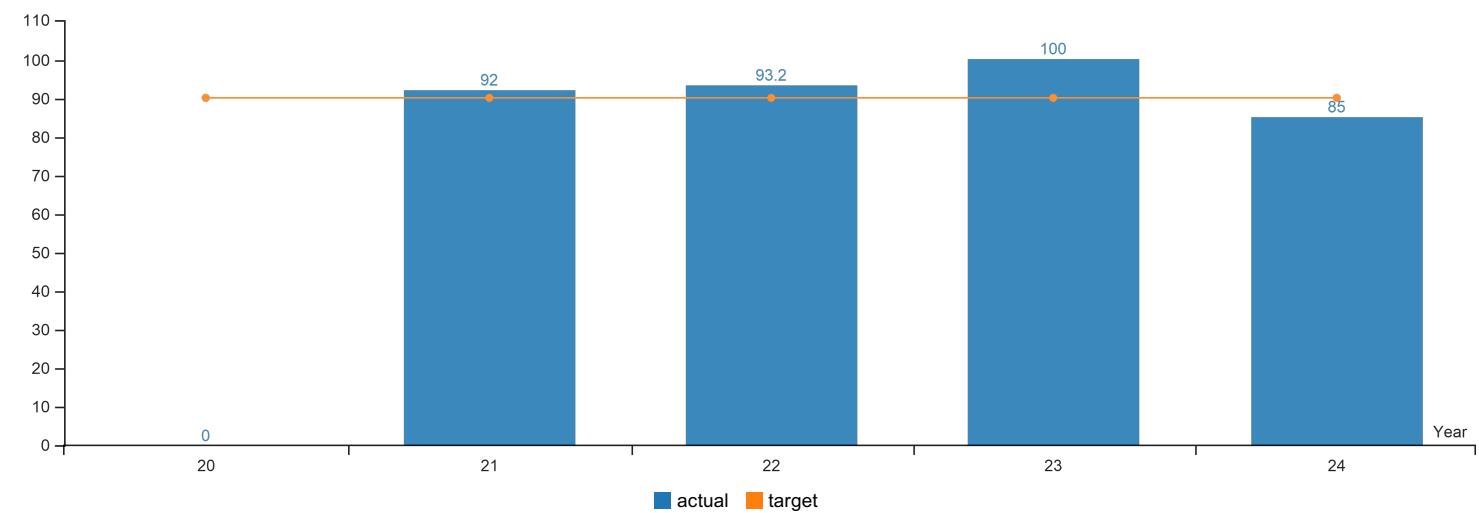
How Are We Doing

Compliance is not good at all, so the Executive Director is hitting the road to visit with school administrators, and putting out yet another guidance document.

Factors Affecting Results

KPM #4	Timely Resolution of Complaints - Percent of investigations presented to the Board within 180 days from the date of the complaint.
	Data Collection Period: Jan 01 - Dec 31

* Upward Trend = positive result



Report Year	2020	2021	2022	2023	2024
Timely Resolution of Complaints					
Actual		92%	93.20%	100%	85%
Target	90%	90%	90%	90%	90%

How Are We Doing

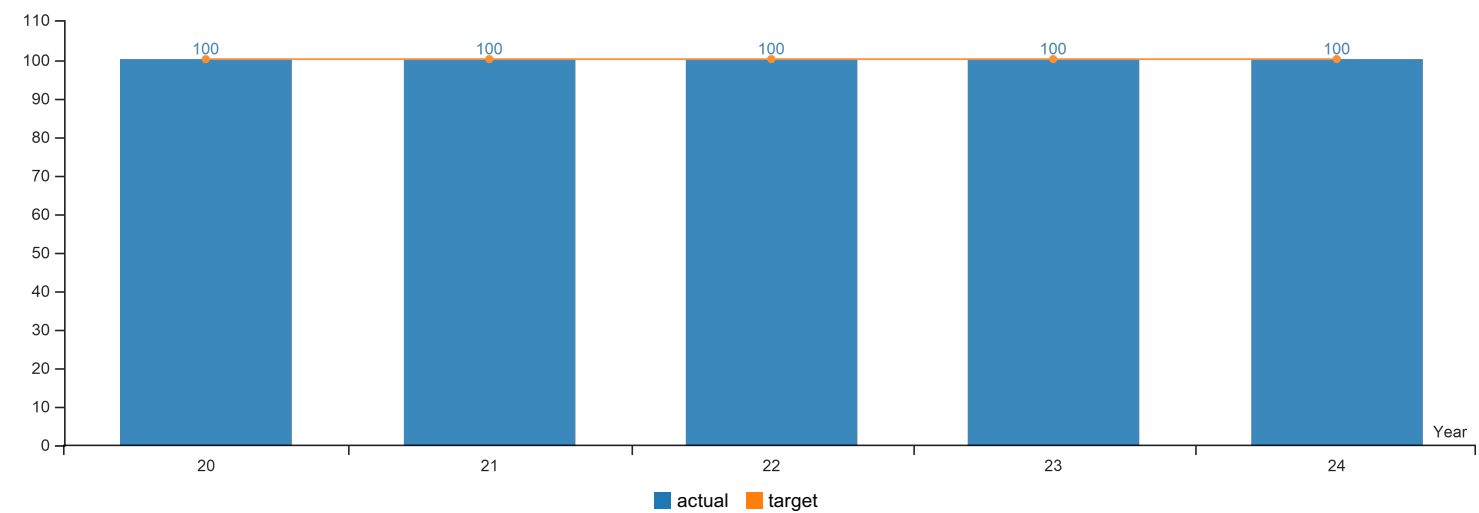
Cases in 2023 were very complex and include multiple licensees involved, come including Medicaid fraud that the board referred to DOJ. 8 cases are still open, and we searching for a new full time investigator to replace the one that left in early 2024.

Factors Affecting Results

The need to hire a new investigator.

KPM #5	Best Practices - Percent of total best practices met by the Board.
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2020	2021	2022	2023	2024
BSPA Board Best Practices Performance					
Actual	100%	100%	100%	100%	100%
Target	100%	100%	100%	100%	100%

How Are We Doing

Factors Affecting Results