



Office Policy

OREGON BOARD OF OPTOMETRY

COMMUNICATIONS POLICY

POLICY STATEMENT

The purpose of this policy is to:

- Ensure meaningful, accessible and responsive communication with Oregon Board of Optometry's (OBO's) licensees, Oregonians and business partners.
- Continuously drive improvement in OBO's ability to communicate, problem solve and work with our stakeholders to get the information and resources they need from the Board.

DEFINITIONS

Customer: Any individual who interacts with OBO-includes licensees, complainants, the public, applicants, credentialing organizations and others.

Customer Facing: A State occupied location open to the public.

Customer Service: Timely, accessible, equitable, and responsive support-based interactions between OBO and stakeholders.

POLICY

OBO will ensure that customers have timely access to meaningful information and timely responses when calling or emailing agency staff. OBO's policies will be submitted to the Department of Administrative services once they are finalized and adopted.

PROFESSIONAL WORKPLACE

OBO shall ensure all communications are respectful, professional, and support the values and mission of Oregon state government and the Board.

INCLUSIVE CUSTOMER ACCESS

OBO will provide inclusive customer access by complying with:

- The Americans with Disabilities Act (ADA).
- Enterprise Information Systems' (EIS) [E-Government Guidance](#)
- OBO will use resources, as needed, for language interpretation for individual communication (emails, phone calls and website information).
- OBO offers universal communication preferences for all customers by making phone, video calls, email, and webform submissions available when possible.

- OBO will provide at least 8 hours (2 days of 4 hours) of in-office time between the two staff. Staff will check mail and meet licensees at the office those two days. OBO staff are also available by appointment as needed at the office.
- OBO staff contact information is available in the footer of each page of the website. That includes email (each staff member's email and the general Board email address), fax number, cell phone numbers and OBO's Street address. OBO will post any scheduled closures, deviating from OBO's posted hours of operation, on all OBO communication channels in advance of the closure, including voicemails, website, updates to each staff member's out of office email notification and emails to all licensees. For unplanned closures, OBO will update the agency's website and email licensees when there is Internet access.
- OBO will ensure that the website will be as accessible as possible and kept up to date with relevant information. All email addresses listed on a website will be active and responded to as outlined below. OBO service levels will be posted on the agency website. The current site was designed by an outside contractor. The site is designed to meet ADA standards for accessibility. The website will be updated within 7 business days of Board approval of rules, policies, audits, budgets, etc. Public meeting minutes and videos will be uploaded within 2 weeks of the Board's public session meeting. Board staff will routinely review the website and make updates. This will be done by each staff member at least once per month.

RESPONSIVENESS

OBO employees shall, at a minimum, acknowledge receipt of voicemail, text messages, and email (including web messages) 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 help while the employee is not available.

OBO ensures that all paper mail is opened, routed, and acted upon timely. OBO staff check mail twice a week unless there is a holiday during the week. In that case, mail may only be checked one time per week.

CUSTOMER SERVICE STRATEGY

OBO's customer service strategies include:

- Phone calls and emails will be responded to within 1 business day.
- OBO staff will update their Outlook out of office message when out of the office more than 4 hours a day. The message will include contact information for the other OBO staff member.
- OBO's website will always include staff and agency contact information. Changes will be made within business 3 days if there are changes to that information.
- OBO's website will be used as a major news outlet if the agency has changes to operations or service.
- OBO will email all licensees if there are major changes or interruptions to business operations or processes.

- OBO will conduct a licensee survey each year to gauge staff and communication effectiveness and get feedback on other tools and services.
- OBO staff are in daily contact with each other. When there are requests or feedback from licensees or stakeholders, OBO staff take those into consideration and look at ways to update services and communications whenever possible.
- When out of office 4 or more hours, OBO staff will update their voice mail and include the other staff member's contact information in their voicemail greeting.
- OBO will look for tools to allow translation of complaint information in Spanish and other languages as needed. To date, the agency has only had one need for translation in the past 9 years and the respondent needed Spanish translation to facilitate a conversation with the Executive Director about the complaint letter she'd received. An onsite agency had a staff member with Spanish speaking skills.

OBO contracts with DAS EIS for technology services. OBO partners with DAS EIS when there are system needs or outages. DAS may also identify communications systems and resources that may be available to OBO for additional communication channels. OBO is a small semi-independent agency with 2 full time staff and a limited budget. Cost effective resources will be needed for future tools and resources.

Agency Contact: Shelley Hanson, Executive Director