

LAKE COUNTY BOARD OF DD/DEEPWOOD

BOARD POLICY

Reviewed and Adopted by the Board
Date: November 22, 2021

Signature on File
Elfriede Roman, Superintendent

I. SUBJECT: SPEAKER'S BUREAU

II. PURPOSE:

To define and establish the Agency's "Speaker's Bureau" as a means to educate individuals, community groups and organizations about the Lake County Board of DD/Deepwood and topics related to developmental disabilities and inclusion.

III. POLICY:

The Board recognizes that employees of the Agency are our greatest brand ambassadors and will likely receive requests to present from a variety of community organizations. The Board endorses the use of the Speaker's Bureau as a resource to the community for such requests. The purpose of the Speaker's Bureau is to ensure a well-versed presentation of relative information about services provided by the Lake County Board of DD/Deepwood that highlight the Board's mission and role as a county service agency. The Community Relations Manager and the Marketing Manager have been designated to represent the Agency on the Speakers Bureau and give presentations alongside employees and/or departments who have been requested to present.

Upon receiving a request to present, the employee will complete a referral to the Speaker's Bureau (Attachment A) to coordinate date, time, location, audience and goal of the presentation. No employee or volunteer shall speak on behalf of the Agency without submitting a referral to the Speaker's Bureau that is approved by the Superintendent. The Marketing Manager will track the number and type of presentations done throughout the year to ensure all content is updated and relevant to the requests received, and to evaluate the success of messaging to the intended audiences.

V. DISTRIBUTION:

Board Members
All Management Staff
All Staff (via Department Managers)
LEADD President

VI. REVIEWED:

11/21, 11/19, 11/17, 11/15, 11/13, 11/11, 11/09, 09/06, 09/04

VII. Attachments

Attachment A – Speakers Bureau Referral