

Proposal

This proposal is respectfully submitted to the Trustees of the Everett School Employee Benefit Trust (Trust). This proposal outlines a new model of structural operation for the ESEBT Employee Wellness Program.

Contributors

Rickie Lee Marker Hoffman and Gail Buquicchio

Proposed Strategy

The ESEBT Employee Wellness Program is at a pivotal juncture, with an opportunity to continue the success and growth of the program, while also ensuring that consistent and cohesive programming is delivered yearly and year over year. During the program's 9-year tenure, wellness strategies and program scope have evolved. Looking forward, the program has the opportunity to continue this forward progress.

The proposal outlined in this document is an enhanced operational structure, one that will provide support to a new wellness coordinator, while simultaneously offering an opportunity for collaborative work. This would provide support while ensuring program growth, maintenance of current program offerings in a seamless, cohesive way to district staff year after year. The proposed structure would include Wellness Advisor(s) who would establish the strategic plan, and contribute to evaluating and monitor programming, offering direction to Wellness Program Coordinator and Trust for future initiatives. The Wellness Advisor(s) would serve the Trust in supporting the Wellness Coordinator to ensure the program is congruent with its established mission and goals. The Wellness Program Coordinator would execute the yearly program plan and manage daily operations of the program, and would have the opportunity to grow into a position with more responsibility.

By utilizing a collaborative model, the ESEBT Employee Wellness Program would have increased capacity to create a seamless and consistent experience for district staff, while providing opportunity for site-specific and district wide program growth. In addition, this structure would have flexibility to expand and retract by providing the Wellness Program Coordinator with the necessary experience to take on Wellness Advisor responsibilities, hiring a staff member to serve under their mentorship and leadership in subsequent years. In addition, a Wellness Program Site ToolKit would be provided as a tool for the Wellness Program Coordinator, as well as serving as a resource to each location to support continual well-being initiatives at district locations.

Objectives

- Create a collaborative and supportive “grow your own” structure and environment, which includes an advisory team for the Wellness Program Coordinator to grow professionally, and to deliver an effective program.
- To collaborate as a team to meet the vision and mission of the Employee Wellness Program as outlined by ESEBT.
- To provide consistency and cohesion for staff in the benefit they receive.
- To create a sustainable model that will support the longevity of the program and one that allows the wellness program to expand and/or retract should the ESEBT dissolve in the future.
- To create an end user experience for Everett Public School employees whereby they feel:
 - Their employer (EPS) cares about their health and well-being.
 - They have the support and receive the resources, skills, tools, and education/training opportunities to engage in a variety of diverse activities that contribute to their personal health and well-being.
 - The program provides a cohesive and consistent “product” year after year.

Proposed Budget

The overall amount budgeted for the Wellness Program would not change. An evaluation of current funding would be included in 2016-2017 strategic plan with potential reallocation of funds without an increase in funding required. Careful attention would be paid to keeping current budget allocations intact for programming related expenditures without removing program related funds to cover staffing related costs.

Proposed Program Structure Sustainability Model

The proposed model creates a team structure and provides the opportunity to support a “grow your own” environment within the Wellness Program. This would not only ensure consistent delivery of programming for end users, but a collaborative environment to support program sustainability, growth, and innovation year over year. The Wellness Program Coordinator position would begin as an apprenticeship, with the opportunity to take on more responsibility (combination of Wellness Program Coordinator and Wellness Advisor responsibilities). A new wellness apprentice could then be hired to take care of routine program clerical tasks, continuing the collaborative and “grow your own” model, creating a sustainable operational structure.

The below outline provides further detail of this proposal illustrating key roles/responsibilities, resources that would be developed to support Wellness Program and Wellness Program Coordinator, and a proposed timeline.

Proposed Roles and Support

**Refer to schematic: Proposed Operation Model for ESEBT Employee Wellness Program*

Wellness Program Advisor(s)/Consultant(s): Rickie Lee Marker-Hoffman and Gail Buquicchio

- Set strategic plan, budget and evaluation metrics for program year.
- Establishes program logic model and timeline for delivery of programming and communications, which are administered and managed by the Wellness Program Coordinator.
- Creates *Wellness Program Site ToolKit, which will be monitored by Wellness Program Coordinator, and utilized by Site Wellness Coordinators with support from site Administrator/Principal.
- Provide ongoing guidance, mentorship, and coaching to Wellness Program Coordinator.
- Direct collection of data/program metrics to evaluate and monitor program.
- Report directly to ESEBT.

Wellness Program Coordinator:

This position would be a paid, benefited position of 1-2 years (candidate with undergraduate degree in health promotion or public health). This position would begin as an apprenticeship, with opportunity for increased responsibility and growth. This position would work directly with Wellness Program Advisors to:

- Administer and deliver programming according to what has been outlined in the annual strategic plan.
- Manage and create all ongoing wellness program communication as outlined in the strategic plan including but not limited to website, newsletter, and email.
- Work directly with site Administrators/Principals and wellness coordinators to implement Wellness Program Site ToolKit for promoting wellness programming at the sites.
- Coordinate and implement programming and onsite events/activities such as health fairs and flu vaccine clinics.
- Advocates for and supports staff in their health and well-being.
- Supports Wellness Teams, Site Coordinators, and Administrators/Principals in initiatives as outlined in the Wellness Program Site ToolKit.
- Point of contact for all staff and Administrators/Principals
- Delivers the day-to-day operations of the program.
- Reports directly to Wellness Program Advisors, HR Director and contributes to ESEBT Monthly Wellness Program Report.

Wellness Council (representatives from departments throughout the district)

- Work directly with Wellness Program Advisors and Wellness Program Coordinator to:
 - Meet quarterly to evaluate end user (EPS employees) feedback and data from wellness programming to monitor effectiveness of the program.
 - Offer feedback to Wellness Advisors and Wellness Program Coordinator on program activities/initiatives based on program data.

Site Wellness Coordinators

- Work directly with Wellness Program Coordinator
 - Implement Strategic Action Plan according to what is outlined in the Wellness Program Site ToolKit.
 - Meet quarterly with site wellness teams to plan for wellness program activities as is outlined in Wellness Program Site ToolKit.
 - Meet quarterly with Wellness Program Coordinator and Wellness Program Advisor(s)

***Site Wellness Tool Kit** would be developed by Wellness Program Advisors and would serve as a “cook-book” for Site Wellness Coordinators to follow throughout the year to:

- a) Provide leadership in creating a cohesive wellness team at their school or site,
- b) To engage staff at their school or site in wellness programming,
- c) Provide methods for evaluating the effectiveness and reach of program at each site and across the district,
- d) Aid in determining and outlining growth opportunities for wellness programming at specific sites through feedback and information provided to Wellness Program Advisors,
- e) And provide a guide/roadmap to locations for creating a culture of wellness by offering opportunities to support and engage in health and well-being activities at their specific site.

Proposed Timeline

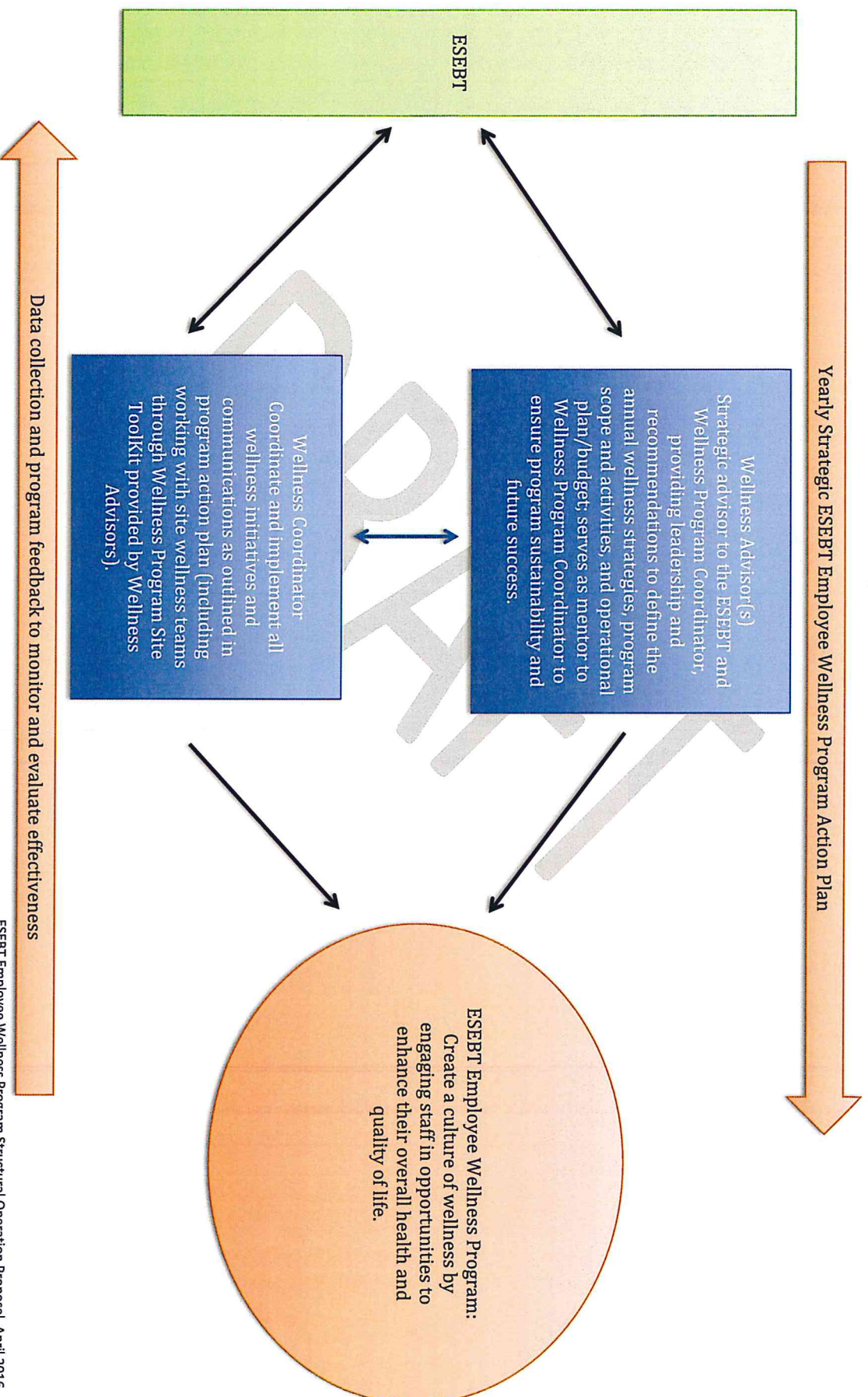
Proposal Review and Consideration

- **April:** Executive summary reviewed by Trust
- **May:** ESEBT meet with Rickie Lee and Gail to discuss proposal to approve, adjust or decline

Suggested Timeline, Pending Proposal Approval

- **June/July:** Advisory team begins work to appoint and meet with site wellness coordinators create Wellness Program Site ToolKit, establish program framework, which will guide the development of the Strategic Action Plan, evaluation methods, programming and communications for 2016-2017 school year.
- **July:** Hire Wellness Program Coordinator
- **August:** Advisor(s) train Wellness Program Coordinator
- **September:** Wellness Program Coordinator steps in to role/position and Wellness Program Advisors move in to mentor, guide, and advisor roles for Wellness Program Coordinator. Gail Buquicchio (Wellness Program Advisor/Consultant) provides weekly support to Wellness Program Coordinator. Rickie Lee Marker-Hoffman evaluates data and consults weekly and/or monthly (as needed) remotely with Gail Buquicchio and Wellness Program Coordinator.

Proposed Operational Model for ESEBT Employee Wellness Program



ESEBT Employee Wellness Program Structural Operation Proposal, April 2016