



Yamhill County Department of Community Justice

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Date: March 27, 2024
TO: Board of Commissioners (BOC)
FROM: Jessica Beach, Department of Community Justice, Director
RE: Yamhill County Juvenile Corrections Facility Rebranding Proposal

The Juvenile Corrections Division is requesting BOC approval to rebrand/rename our local detention facility. Currently, the Juvenile Corrections Division oversees both the Juvenile Detention facility and Community Service Programs. We feel the label of "Corrections" no longer fits the mission of the Division nor captures the good work our Corrections Specialist do with our housed youth every day. We are proposing to change our name from the "Yamhill County Juvenile Corrections Division" to "Yamhill County Youth Services Center".

Our Juvenile Corrections management team believes that the change in name and logo will represent a more accurate description of the work our division does for the public, our partners and the youth we serve as well as assist with long-term recruitment of eligible personnel who otherwise may not be interested in "corrections" as a career but would be in a juvenile services career. We recognize the word "Corrections" may be misunderstood or cause a negative connotation. Further, the logo that is currently used appears as a law enforcement badge which we are not. Our division is dedicated to coaching and mentoring at risk youth as opposed to "jailing or incarcerating" youth, which the general meaning of "Corrections" implies. The new logo is a circular shape with the letters "YCYSC" with the words "Coaching, Empathy, Compassion, Mentoring" in the border around the letters, encompassing our true vision, mission, and values.

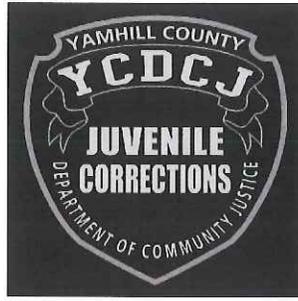
Currently, our request is only for a name and logo change. There would be no additional financial cost to the division in making this change. The only place where the logo and name are currently used would be staff uniforms, which are already replaced annually for staff due to wear and tear. Should this proposal be approved by the BOC, our current uniforms would be phased out by the beginning of August 2024, with the replacement uniforms that are purchased each year and are supported by our budget each fiscal year.

Thank you for your consideration in this proposal.

B.O. 24-105



New Logo



Current Logo

Accepted by Yamhill County
Board of Commissioners on
4/4/24 by Board Order
24-105