Crisis Communication Plan Task Force
Meeting Minutes
December 6, 2013

Present: Christine Gillan, Allison Hayes, Martha Hofstetter, Kim Holston, Lora Johnson, Scott McLaren, Melissa Rakes, Judi Sciple, Tammy Watkins

Absent: None

1. **Overview of project** –
The purpose of the Crisis Communication Task Force is to develop a Crisis Communication Plan to be used in conjunction with Campus Emergency Response Plans (developed through Scott McLaren and his team). For the purposes of this initiative, a crisis can be interpreted across a wide range of events such as an on-campus emergency situation, an incident that affects the reputation of the College, and/or a regional event that impacts the College.

The work of the task force will include the development and dissemination of a Media Policy along with the communication plan. The policy will detail who is authorized to talk to the media, when it is appropriate, and what employees should do if approached by the media.

Recent events made it apparent that it is necessary to designate multiple individuals to carry out assigned functions of the Crisis Communication Plan in the event the original designee is off campus or unreachable. The plan will designate involvement from communications personnel at the impacted campus, as well as collegewide personnel and those from other campus locations.

In addition, reliable Emergency Notification Systems are being researched and background information has been gathered by Tammy Watkins and Scott McLaren to contract and implement a new, enhanced system to handle mass communication in the event of a crisis.

2. **Discussion** –
Judi shared her notes from a two and a half day crisis communication institute held this summer by the National Council for Marketing and Public Relations (NCMPR). She highlighted her major takeaways and each member shared their learning moments from the notes. These included the need for defined threat assessment levels, pre-written messages, on-going training for those who speak to the media, roles to be assigned in a crisis, and the concept of conducting a vulnerability audit.

3. **Development of Plan Outline** –
Other higher education institution plans were reviewed which helped to shape an outline for the College’s plan. Task force members were grouped in pairs of two to research and complete draft sections of the plan.
4. **Assignments** –
For each section of the plan, tools and resources needed to fulfill the function should be included. Appendices will be utilized for supplementary tools and information such as checklists, phone lists, campus maps, etc. Drafts of each section will be uploaded to the shared drive by Monday, January 20 for review prior to the next meeting.

Assignments were made as follows:

Christine/Melissa:
- Order of notification
  - Define constituents
- Recovery narrative/Post Incident (consult with DIET as appropriate)

Scott:
- Clery Requirements
- Training/Drills/Exercises
- Command posts
  - On-site and off-site; already established for each location?

Judi/Scott:
- Threat Level Assessment

Judi:
- Website (collaborate with Adrian)

Judi/Martha/Tammy:
- Deploying Information
  - Key messages
  - Fact sheets
  - Tools (communicating to media, employees, students, community)
  - What information should be released and not released
  - Logistics for media

Martha/Tammy:
- Social Media
  - Monitoring/Disseminating/Responding

Lora/Allison:
- Communication Management Team (CW and Campus consideration)
- Determine/define roles (include titles/names and graphic)
  - Identify decision makers - consult with Chiefs at the campuses for prior versions)
  - Photography/videography
- Media Policy
Next meeting: Wednesday, January 22 at 9:30 a.m. in room ETB 741 at the Terry Campus.

Task Force members should note any thoughts or concerns that arise during their research for additional content in the plan and bring them to the next meeting for discussion.

The meeting adjourned at 11:55 a.m.