

Reynolds Community College Critical Communications Plan

- I. **Purpose** - The Reynolds Community College Critical Communications Plan provides the general framework for the coordination of communications within the College Community, along with the media and the public, in the event of an emergency or other critical incident. It outlines the roles, responsibilities, and procedures of key Reynolds officials and departments that will guide the College in promptly and accurately sharing information with all of the College's audiences during an emergency or critical incident.

Events may be categorized as:

- life or death situations
- urgent or affects the operating status of the college
- may cause a distraction to staff and students
- statement or reaction to a current event

Example of events may include fires, bomb threats, natural disasters, a pandemic or

and Administration who will also notify the Executive Cabinet on release of communication to the college community and constituency groups listed below.

Clery Reporting Requirements - Timely Warning – The Chief of Police, or designee will provide guidance on the required Clery reporting notification. A timely warning will be issued in instances involving specific crimes mandated by the Clery Act.

Parties/Groups to Notify -

- Students
 - Internal college community
 - College Board
- S t e u g d e B 5 . D

- VCCS leadership

3. Disseminating information to key constituencies/audiences

The Office of Communications will take the lead and work with the Critical Communications Team, if relevant, to determine the best channels to disseminate facts and other timely information to the key constituencies/audiences listed above. This information will provide the relevant and pertinent facts of a critical incident, minimize rumors, restore calm, and communicate whether stakeholders should expect additional updates. These channels include, but are not limited to:

- College external website
- College intranet
- Blackboard landing page
- Electronic smart signs
- Internal flat screens
- Email to all faculty and staff
- Email to all students
- Email to College Board and/or Foundation Board
- Email to external agencies and/or community groups
- College Information Center hotline (804-371-3000)
- Official College social media accounts
- Text alerts via Reynolds emergency mass notification system with additional information separate from any text alerts sent by Reynolds Police at the onset of a critical incident

4. Designate a media spokesperson and determine media next steps

Mass media are an audience of particular sensitivity during a critical incident. The director of communications will work with the Office of the President or the highest-ranking college official to determine who is best suited to be the official media spokesperson in the event the Critical Incident leads to media interaction. The decision should balance the competing needs of minimizing rumors, providing timely and accurate information, and minimizing damage to the public's opinion of Reynolds.

The director of communications will work with key partners (i.e. local law enforcement) and the Critical Communications Team, if appropriate, to determine whether a news release and/or news conference is an appropriate means of minimizing rumors, restoring calm, providing the facts to the general public. The director of communications will determine logistics of the news conference including when, where and how the media will be contacted, which media will be contacted, who will supervise the news conference, who will appear, etc.

5. In the event of a major incident, the director of communications will determine whether a Joint Information Center (JIC) needs to be established in order to best share information between Reynolds Police, local law enforcement, the director of communications and/or the official college spokesperson for the incident, and the Critical Communications Team. Possibl6 (c)4 aynolds

