

Lake Region State College
Policy and Procedure Manual

SECTION 1500.12
CRISIS COMMUNICATION PLAN

Lake Region State College will coordinate crisis communications with campus constituents and off-campus communities, including media. The extent of the response will depend on the nature of the crisis and the need for updates. The Director of College Relations also will be the primary spokesperson and media contact. Vice Presidents may also be asked to speak to departments as well.

If needed or mandated by the President, the Director of College Relations will set up a crisis communication center in its offices to remain open 24 hours a day during a crisis. If the President is unavailable, one of the Vice Presidents will serve as lead college official. During an emergency, the Director of College Relations and/or President will serve as the college's spokesperson. College employees, including student employees, will be given the spokesperson's name and phone number for referral of media phone calls.

The Director of College Relations is responsible for setting up media conferences. When a press conference is called, the President and Director of College Relations will attend, as well as any third parties to assist with their questions. Media will be required to check in with the President's Office prior to media conferences.

Members of the crisis team may be available for interviews related to their specific areas with the assistance with the Director of College Relations.

Phases of Response:

1. Instant Response
 - a. The President's Office, working with the Director of College Relations will provide official statements and updates to employees and students.
 - b. The President's Office, working with the Director of College Relations will provide official statements and updates to media.
 - c. A crisis hot-line phone with the latest information on the situation will be created if necessary. The phone number will be made available to the public.
 - d. E-mail, LRSC social media accounts and the Lake Region State College website will also be used to send campus-wide advisories.
 - e. Director of College Relations office will gather needed data and prepare official news releases.
 - f. The crisis communication team will be kept apprised of breaking news.
2. Continuing Coverage / Follow-up Period

Throughout the crisis, the Director of College Relations will:

 - a. Keep the public, media and constituents informed of the situation.
 - b. Instruct the public on how to obtain further advice or information.
 - c. Follow up meetings will be held to analyze reaction and response improvements.

The crisis team is the same as the ERP (Emergency Response Plan), which can be found in the Continuity of Operations Plan (COOP).

Team Members:

- President
- Vice President of Academic & Student Affairs
- Vice President of Administrative Affairs
- Risk Manager / Emergency Manager / Continuity Coordinator
- Director of College Relations
- Director of Information Technology
- Director of Academic Affairs
- Assistant Vice President of Student Affairs
- Director of Distance Learning
- Director of Physical Plant
- Director of Dining Services
- Director of Housing
- Director of College Care for Kids

All staff will report their status to a team member in the event of a catastrophic event.

History

Administrative Council Approved COG Leader & Alternate 07/18/08

Administrative Council Approved 06/12/17

Administrative Council Approved 04/16/2018