



Communications, Marketing, and Public Relations CRISIS COMMUNICATION PLAN

The following crisis communication plan is a specific blueprint to be used in the event of a crisis at Delgado Community College.

A crisis can be an emergency or a non-emergency:

Emergencies – any situation that may involve or threaten to cause loss of life or severe injury to employees, students or visitors (e.g. intruders, fires, explosions, vehicular mishaps, severe weather events.)

Non-emergencies – any situation that threatens the College but does not pose a direct physical threat to employees, students or property (e.g. power outages, street closures.)

I. Internal Crisis Communications: Campus and Site Locations

In the event of an emergency, employees should **call 911 and notify Campus Police at (504) 671-6111 during business hours, Monday through Friday, 7 a.m. to 10 p.m., and call (504) 818-6254 on weekends or after hours.** Campus Police will respond to the situation and summon additional help if needed (e.g. ambulances, firefighters, New Orleans Police Dept.). As soon as is practical, Campus Police will notify the Executive Dean's Office/site administrator, the Chancellor's Office, the Chief Communications, Advancement and Strategic Initiatives Officer, and the Office of Communications and Marketing. The Chancellor's Office will notify the Vice Chancellors, Chief Communications, Advancement and Strategic Initiatives Officer, and then the Office of Communications, Marketing, and Public Relations, which will notify the media and the rest of the College community. In the event of imminent danger, Campus Police will notify the College community via text messaging, email, and voice mail message broadcast to college office phones.

II. Crisis Communication Plan

Statement of Purpose

One of the goals of the Office of Communications, Marketing, and Public Relations is to respond quickly, accurately and fully to all legitimate requests for information about any crisis that affects the College, its employees, its students, its property, or its public image, with full regard for individual privacy and legal responsibility.

Under the direction of the Chancellor, crisis communication will be coordinated with the Louisiana Community and Technical College System Staff and the College's Office of Communications, Marketing, and Public Relations. Spokespersons for the College will include the College Chancellor and anyone he/she designates as appropriate for the issue including the Chief Communications, Advancement and Strategic Initiatives Officer.

All media inquiries should be referred to (504) 762-3023, Chief Communications, Advancement and Strategic Initiatives Officer.

The Chief Communications, Advancement and Strategic Initiatives Officer and Office of Communications, Marketing, and Public Relations will maintain a list of priority contacts in the media for crisis communication and a plan for rapidly informing to the College community. The Chief Communications, Advancement and Strategic Initiatives Officer and the Office of Communications, Marketing, and Public Relations will annually review the crisis plan and make revisions as needed to improve effectiveness.

Internal Crisis Communication Procedures

In the event of an emergency crisis: As soon as practical, Campus Police will inform: **The Chancellor's Office, the appropriate site administrator, the Chief Communications, Advancement and Strategic Initiatives Officer, and the Office of Communications, Marketing, and Public Relations.**

In the event of a non-emergency crisis: **Refer all media inquiries to the Chief Communications, Advancement and Strategic Initiatives Officer and the Office of Communications, Marketing, and Public Relations.**

Internal Alert

The following people or their designated representatives must be made aware of any emergency that has potential crisis implications. The Chancellor's Office will be responsible for alerting these individuals.

Title	Name	(o)	Email
Chancellor	Larissa Littleton-Steib	(504) 762-3000	llsteib@dcc.edu
Interim VC, Academic Affairs, Provost	Timothy Stamm	(504) 671-5420	tstamm@dcc.edu
VC, Business & Administrative Affairs	Ronald Russo	(504) 671-3005	rrusso@dcc.edu
VC, Workforce Development	Arlanda Williams	(504) 671-6489	awilli4@dcc.edu
Assoc. VC, Student Affairs	Tamika Duplessis	(504) 671-5051	tduple@dcc.edu
Chief, Campus Police	Warren Riley	(504) 671-5468	wriley@dcc.edu
Ex. Dean, West Bank Campus	Peter Cho	(504) 762-3188	plcho@dcc.edu
Ex. Dean, Sidney Collier Site	Theresa DeGruy	(504) 941-8500	tdegru@dcc.edu
Ex. Dean, River City Site	Arlanda Williams	(504) 671-6489	awilli4@dcc.edu
Chief Communications, Advancement & Strategic Initiatives Officer	Barbara Waiters	(504)762-3023	bwaite@dcc.edu

Official Spokespersons

The following individuals are authorized to serve as official spokespersons for the duration of an emergency. No other employee may disseminate information about the emergency to the media unless they are authorized to do so by the Chancellor or by the Chief Communications, Advancement and Strategic Initiatives Officer.

Title	Name	(o)	Email
Chancellor	Larissa Littleton-Steib	(504) 762-3000	llsteib@dcc.edu
Chief Communications, Advancement & Strategic Initiatives Officer	Barbara Waiters	(504) 762-3023	bwaite@dcc.edu

Media Escorts

In any emergency, reporters should be escorted by Delgado Community College authorized personnel. Escorts will coordinate media arrival times with college police, coordinate photography as needed, relay information from the emergency scene to coordination headquarters, and provide news releases and statements to the media.

Title	Name	(o)	Email
Chief Communications, Advancement & Strategic Initiatives Officer	Barbara Waiters	(504) 762-3023	bwaite@dcc.edu

Closing the College

The Chancellor and only the Chancellor, or the designated administrator in charge of the College at the same time of the closing, has the responsibility to decide if and when to close any or all college campuses or site locations in the event of natural disaster, threat to personal safety, property damage, power outages, and other related non-emergencies that disrupt normal operations. In the event of a campus closing, as soon as possible, the Chancellor's office will notify, in this order: the **Chief Communications, Advancement and Strategic Initiatives Officer**, the Office of Communications, Marketing, and Public Relations, Campus Police, Vice Chancellors, and Executive Deans. The Office of Communications, Marketing, and Public Relations will issue notification of college closing via e-mail and text messaging to faculty and staff, and to media for broadcast assistance in informing students/faculty/staff of college closing.

External Crisis Communications

Emergency Communication Headquarters

Emergency communication will be coordinated through **Chief Communications, Advancement and Strategic Initiatives Officer** and the Office of Communications, Marketing, and Public Relations (Building 37, 615 City Park Avenue) and made available through social media, direct email, Delgado website, news media broadcasts, and news media websites.

On-Site Media Headquarters

To assist reporters, the College will establish a Media Headquarters at a location on campus or close by (to be determined). Written material (e.g. news releases, updates on the emergency) will be provided here to credentialed members of the press. The Office of Communications, Marketing, and Public Relations Administrative Assistant will serve as the staff coordinator and will be responsible for providing access to telephones, a fax machine, and computers.

Staff Coordinator for Media Headquarters

Title	Name	(o)	Email
Chief Communications, Advancement & Strategic Initiatives Officer	Barbara Waiters	(504) 762-3023	bwaite@dcc.edu

Emergency Number for Family and Friends of Victims

Chief Communications, Advancement and Strategic Initiatives Officer: (504) 762-3023

Personal Injury/ Death Communication Procedures

1. The Chief Communications, Advancement and Strategic Initiatives Officer is the only spokesperson authorized to release the names of persons injured or killed on property owned, leased, or controlled by the College or if off-campus, while on official college business.
2. Names of injured deceased persons will not be released until after next-of-kin are notified. Notification will be conducted by the appropriate site administrator, who will then immediately notify the Chief Communications, Advancement and Strategic Initiatives Officer, (504) 762-3023.
3. After notification of next-of-kin, the Chief Communications, Advancement and Strategic Initiatives Officer and the Office of Communications, Marketing, and Public Relations authorized spokesperson will immediately release the names of injured or deceased persons as relevant facts.
4. All inquiries regarding the safety or condition of employees or students should be referred immediately to the Chief Communications, Advancement and Strategic Initiatives Officer, (504) 762-3023.

Guidelines for Crisis Communication Materials:

(1) News Releases should include:

- Nature of the emergency
- Where, when it happened
- Delgado's official response to the emergency
- Measures taken to contain it
- Physical extent of the emergency (number of employees/students injured or killed, property damage).
- Plans to return to normal operation
- If families have been notified, the names of injured and/or deceased
- Names and phone numbers of college personnel to contact for more information.

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(2) Background information for college employees should include:

- brief factual summary of event
- guidelines for the employees' discussion of event with external audience
- names of persons to contact for the Chief Communications, Advancement and Strategic Initiatives Officer and the Office of Communications, Marketing, and Public Relations for more information

Spokesperson Briefing

Spokesperson will:

- Ensure that media receive timely, factual information
- Provide single, consistent source of information to media
- Minimize contradictory information from Delgado Community College
- Provide background to emergency event

News Conferences

News conferences should be used only in those situations in which the information to be disseminated is significant and must be communicated quickly and efficiently to a large number of people at the same time. In severe, lengthy emergencies that result in large numbers of injured or deceased, or involve massive property damage, it may be necessary to conduct news conferences as frequently as every hour.

The news conference will be arranged and directed by the Chief Communications, Advancement and Strategic Initiatives Officer. The College Chancellor or his designated spokesperson (depending upon the nature of the emergency) will serve as the primary spokespersons.

News Conference Materials:

Media Kit – including news release(s), fact sheet(s), copies of statements by speakers at news conferences, and biographical information of speakers.

Media List – and follow up distribution of media kit to those who did not attend news conference.

Post-Emergency Follow Up

Responsibility for communication with key audiences does not end with the crisis. It may be necessary to update audiences for days, weeks, and months after a crisis, depending upon its severity.

Media:

Communicate updates on progress toward restoration to normal operations.

Employees, Students:

Distribute to home address at least one news update, from the Chancellor, on progress toward restoration to normal operations.

Evaluation:

As soon after the crisis as possible, assess the plan, how it was implemented, the outcomes, and make recommendations to revise the plan accordingly.

CRISIS COMMUNICATION CHECKLIST

The Chief Communications, Advancement and Strategic Initiatives Officer and the Office of Communications, Marketing, and Public Relations – Delgado Community College

- (1) Write a brief factual summary, in news release format, covering the following:
 - Nature of the emergency
 - Where, when it happened
 - Delgado's official response to the emergency
 - Measures taken to contain it
 - Physical extent of the emergency (number of employees/students injured or killed, property damage)
 - Plans to return to normal operation
 - If families have been notified, the names of injured and/or deceased.
 - Names and phone numbers of college personnel to contact for more information
- (2) Obtain Chancellor or senior ranking official's permission to issue the release.
- (3) Issue the release to the following, in this order (email, faxes, phone calls, and/or hand delivery may be necessary, given the specifics of the situation):
 - News media
 - Senior administrators (Chancellor, VCs, Campus/Site Executive Deans)
 - All faculty/staff/students, using email, texting, and website posting
 - System Public Relations office and Foundation Board members
 - Local government (e.g., police/fire, public relations offices, Mayor's office) – IF SITUATION WARRANTS; DECISION TO BE MADE BY THE CHIEF COMMUNICATIONS, ADVANCEMENT AND STRATEGIC INITIATIVES OFFICER
- (4) Keep up with the situation and issue media and internal updates when situation changes materially.

Plan for Immediate Distribution of a Time-Sensitive, Crisis-Related Bulletin to All Delgado Employees

- 1) The Chief Communications, Advancement and Strategic Initiatives Officer, Office of Communications, Marketing, and Public Relations, or Campus Police will send a **text message** and an **e-mail** to the faculty/staff and student groups. This message will also automatically and simultaneously be delivered as a **voice mail message** broadcast to all Delgado office phones at all college locations.
- 2) The Chief Communications, Advancement and Strategic Initiatives Officer and the Office of Communications, Marketing, and Public Relations will produce a written bulletin and post it on the **website home page**.

Types of Emergencies to include but not limited to the following:

- Severe Weather (Tornado/Severe Thunderstorm/Flooding)
- Fire
- Hazardous Materials
- Medical Emergency (Life-threatening injury or illness, or death)
- Fight/Disturbance
- Assault
- Intruder
- Weapons
- Shooting
- Hostage
- Bomb Threat
- Chemical or Biological Threat
- Demonstration
- Suicide

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How students and employees find out closing information

- Delgado employees receive email and voice mail message broadcast to their college office phones
- Check your Delgado email account for closing announcements
- Check Delgado Social Media pages, Facebook and Twitter accounts
- Visit the College's website www.dcc.edu and view the emergency information posted on the home page
- Sign up for Delgado's emergency text/email messaging service Delgado Alert at www.dcc.edu
- Watch television news stations for updates and information

Sample announcements

Alert

Message: Delgado (insert campus or location) is under a (insert type) alert. Administrators and staff are watching this development closely, which may affect college operations and classes. Additional information will be shared as it becomes available. Please check your email and the College website at www.dcc.edu for updated information.

Closure

Message: Effective (insert time/date) Delgado (insert campus or location) will close due to (insert type). All classes are cancelled and business operations suspended today (or until further notice). Information will be available on our website at www.dcc.edu, via text messaging, email, and also through broadcast news announcements. Please be sure to check the web site before leaving home and before your scheduled arrival on campus.

Lockdown w/ Warning

Message: Effective (insert time/date) Delgado (insert campus/location/building) will be locked down as a security measure that has come to our attention. Delgado Campus Police are aware of the situation and working with New Orleans Police/Fire department at this time. No one is to enter or exit the building until the site administrator issues an "all clear." Check your email, the College web site, and text messages for information, which will be provided as it becomes available.

Lockdown w/ Intruder

Message: Effective (insert time/date) Delgado (insert campus/location/building) is locked down due to an intruder. No one is to enter or exit the building until the site administrator issues an "all clear." Delgado Campus Police have been notified and are working with New Orleans Police to contain this situation. Check your email, the College web site, and text messages for information, which will be provided as it becomes available.

All Clear

Message: Effective (time/date) Delgado (campus/location/building) lock down has been lifted. It is now safe to enter or exit the building and operations have returned to normal. Classes resume at (insert time/date). Additional information will be provided as it becomes available on the College web site www.dcc.edu, via email and text messages.

Shelter In Place

Message: Effective (time/date) all Delgado students and staff at (insert location) must go to (insert location) shelter area to shelter-in-place due to (tornado-weather-environmental hazard-fire-other) emergency. Please proceed to the assigned shelter at this time and wait for further instructions from the site administrator.

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All Clear

Message:

Effective (time/date) the shelter-in-place order for (building/location) has been lifted. It is now safe to leave the shelter. Classes and college operations will resume at (insert time/date). Additional information will be provided as it becomes available on the College web site www.dcc.edu, via email and text messages.

Evacuation

Message:

Effective (time/date) all Delgado students and staff at (insert location) are being evacuated to (insert location) for safety reasons. No one will be allowed to re-enter (building/location) until the site administrator issues an "all clear." Additional information will be provided as it becomes available on the College web site www.dcc.edu and via email and text messages.

All Clear

Message:

Effective (time/date) the evacuation order for (building/location) has been lifted. Classes and college operations will resume at (insert time/date). Additional information will be provided as it becomes available on the College web site www.dcc.edu and via email and text messages.

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