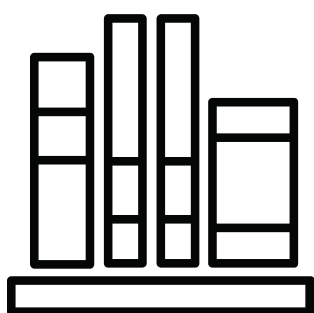


# COMMUNICATIONS RESPONSES TO COVID-19



## KEEPING A RECORD

Keep a record of “lessons learned” to inform college preparation for future events.

## USEFUL CONTENT

Develop a website as a critical source of health information, for example, FAQs, alerts, resources for students, staff and faculty and community members.



## COMMUNICATIONS PLANS



Provide critical course information to students regarding assignments, final exams, social distancing guidelines, cancellations, etc.

## WORKING WITH THE MEDIA

Work closely with the local and national news media, including print and social media, to provide updates and public relations information on college actions.



## CONFERENCE CALLS

Set up daily/weekly conference calls with area presidents, high school principals, local health care agencies, consortia, relevant county, state and government officials, etc.

## REGULAR UPDATES

Provide regular updates from the board, president, and college communications offices. Several chancellors and presidents have produced video messages as well.

