

# **Crisis Communications Plan**

## **Broward College**

*This plan is intended to supplement other administrative procedures and guidelines for handling emergency situations. It should be reviewed on an annual basis and distributed to appropriate members of the Public Affairs and Marketing team.*

A crisis situation shall be defined as any situation or event that has wide spread interest among the local, state and/or national community. A crisis garners the college's full attention for its duration and has the potential to cause campus disruptions or long term impacts. Examples of such a situation include floods, hurricanes, tornadoes, explosions, active shooter situations, a hostage situation, etc. It does not include isolated crime routinely handled by the Safety, Security, and Emergency Management Division.

### **Purpose of the Plan**

Communication is a key component in the College's plan to handle a crisis situation. How the college communicates will have a lasting impact on its relationship with key constituencies – students, faculty, staff, parents, alumni, the community and the media. The purpose of this plan is to provide policies and procedures for the coordination of communication efforts during a crisis situation and describe the role of Public Affairs and Marketing (referred to as "Department" throughout this plan) in collecting and conveying appropriate information to the public, media and college community prior to, during and following a crisis situation.

### **Situation**

Each crisis will require a unique public information response. The extent of the response will depend on the crisis.

The Department needs to factually assess the situation and determine, with the assistance of top administration, whether a response is warranted, call to action the team to make recommendations on appropriate responses and implement immediate action.

### **Assumptions**

Often the information the public receives about an emergency is through the media and internal communications; therefore, the Department plays a large role in the crisis plan. Timing is critical and messages must be issued as soon as possible.

### **Operations**

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