Adult and Graduate Studies Crisis Communication Response Plan

The purpose of this plan is to outline the communication processes and procedures to be followed in the event of a crisis on one of Mount Vernon Nazarene University’s satellite campuses. This plan is flexible and can be adapted to meet specific needs.

What Is A Crisis?

Crisis is defined as any life-threatening event or situation that requires an immediate response to:

- Preserve lives and public health
- Protect property

Or any event that can:

- Cause serious injuries or deaths
- Significantly disrupt operations or infrastructure
- Threaten financial standing or ability to fulfill the institution’s mission

Crisis Levels

Incident – Events that do not pose a threat to life or a significant threat to property or the financial security of the campus. This will be determined by Dr. Henry Spaulding and Marelle Shaner.

Crisis – This term may be used depending upon the magnitude of the crisis (nature of the threat to the campus, property, lives, etc.) as determined by the AVP.

Communicating Information during a Crisis

1.) No matter who becomes aware of a crisis, the first priority is to contact the Marelle Shaner immediately.

<table>
<thead>
<tr>
<th>CONTACT INFO</th>
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</thead>
<tbody>
<tr>
<td>NAME</td>
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<tr>
<td>--------------</td>
</tr>
<tr>
<td>Marelle Shaner</td>
</tr>
<tr>
<td>Julie Van Zant</td>
</tr>
</tbody>
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All communication outlets will be utilized in the event of a crisis. These can include: satellite site phones, switchboard, Web, police car PA system, megaphone, all media, staff, and volunteer runners.

If a crisis should occur, Marelle Shaner will be contacted to print out a current list of adult students attending the AGS campus at the time of the crisis. This will be used to contact students to provide vital information.
Who Will Communicate? (SEE PHONE TREE FOR CONTACT INFO)

**PRIMARY**

Vice President for Enrollment Management  Dr. Bruce Oldham  
AGS Representative  Marelle Shaner  
Executive Director of Marketing  Doug Banbury (ext. 4344 or 6407)

**SECONDARY**

In the event that the above individuals are not available, the staff members below will take responsibility for communicating official information from the University. These individuals will be involved in shaping messaging regardless.

Site Representatives  
Mount Vernon  Scott Boyer  
Cincinnati  Debi Milne  
Gahanna  Charisse Penn  
Grove City  Marelle Shaner  
Lima  Cheryl Troyer  
Mansfield  Barb Oliver  
Marion  Marelle Shaner  
Newark  Diana McQueen  
Polaris  Jill Barber  

Director of Communications  Carrie Crouch

**Communications Responsibilities By Position:**

The **AGS representatives** are critical figures in communicating to all audiences. They are responsible to inform the Crisis Response Team chair (TO BE NAMED) of key information relating to the crisis and communication efforts. This person will also be responsible for communicating or delegating communication to all faculty and staff, the community, and the media.

1. Use the Web, voicemail, and e-mail as soon as possible to notify faculty, staff, and students of the time and place of any crisis-related meetings or information. (May be written by Executive Director of Marketing and/or Director of Communications.)

2. Keep cabinet members informed as the response to the crisis unfolds.

3. Announce the plan for disseminating further information during the day (direct mail, e-mail, voicemail, meetings, Web, and “INFO” line X-5000).

4. Communicate with media, and faculty and staff about the crisis and the resolution plan. Will act as spokesperson, after developing messaging with the Executive Director of Marketing and/or Director of Communications.
The Director of Communications will work with the AGS Rep and the Executive Director of Marketing to develop messages and updates, and will assist with communication to community members and media. This person will facilitate all written communications and manage media involvement.

1. Use the Web, voicemail, and e-mail as soon as possible to notify faculty, staff, and students of the time and place of any crisis-related meetings or information.

2. Act as the coordinator for all media activity. Establishes messages, provides information, sets up interviews, directs media members, etc.

3. Prepare a news release (with regular updates) to the Campus Operator and 1-800 number receptionists first, and then to the appropriate media organizations, educational institutions, and church/community leaders.

4. Distribute the names of AGS’ key crisis contacts through publication in the campus phone directory and e-mail.

5. Keep cabinet members informed as the response to the crisis unfolds.

The Satellite Site Coordinators will be the primary communicator to the students attending that site. This person will also coordinate the set up of communications/media rooms.

1. When necessary, establish a voice mail hot line (X-5000) accessible for on and off campus inquiries. The message will be provided by the Executive Director of Marketing and Director of Communications.

2. Establish a media briefing area (if necessary) and provide for services supportive of media activity. Will also provide refreshments at this location.

3. Establish a communication site and refreshment center for MVNU staff members involved in the crisis resolution to utilize.

4. Announce any information provided by the AGS REP or the Executive Director of Marketing and Director of Communications to the students.

5. Take video and/or photographic documentation of all scenarios and contexts associated with or relevant to the crisis (if necessary).
### Alternate Locations to Implement Crisis Communication Plan

In the event that a crisis renders an AGS campus unusable, the following locations will be used as a back-up location from which to implement crisis communication activities.

<table>
<thead>
<tr>
<th>CAMPUS</th>
<th>LOCATION</th>
<th>ADDRESS</th>
<th>CONTACT</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td>Mount Vernon First Church of the Nazarene</td>
<td>807 Coshocton Ave., Mount Vernon, OH 43050</td>
<td>Becky Tocheff</td>
<td>740-392-8466</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Sheraton Cincinnati North Hotel</td>
<td>11320 Chester Rd. Cincinnati, OH 45246</td>
<td>Ted Hyle, Controller</td>
<td>513-552-6240</td>
</tr>
<tr>
<td>Gahanna</td>
<td>Grubb &amp; Ellis</td>
<td>630 Morrison Columbus, OH 43230</td>
<td>Amanda Abraham</td>
<td>614-410-5610</td>
</tr>
<tr>
<td>Grove City</td>
<td>Hilton Garden Inn</td>
<td>3928 Jackpot Rd. Grove City, OH</td>
<td>Note: between general managers</td>
<td>614-539-8944</td>
</tr>
<tr>
<td>Lima</td>
<td>Wingate Inn</td>
<td>175 W. Market Street Lima, OH 45801</td>
<td>Marie Grimm, General Manager</td>
<td>419-228-7000 1-800-228-1000</td>
</tr>
<tr>
<td>Mansfield</td>
<td>Mansfield Senior HS</td>
<td>124 N. Linden Mansfield, OH 44905</td>
<td>Randy Bradford, Business Office Manager</td>
<td>419-525-6400, ext. 6467</td>
</tr>
<tr>
<td>Marion</td>
<td>Holiday Inn Express</td>
<td>1842 Marion/Mt. Gilead Rd. Marion, OH</td>
<td>Bruce Jenkins</td>
<td>740-389-4300</td>
</tr>
<tr>
<td>Newark</td>
<td>Newark Church of the Nazarene</td>
<td>200 S. Williams Street Newark, OH 43055</td>
<td>Ms. Debbie Merki</td>
<td>740-344-2651</td>
</tr>
<tr>
<td>Polaris</td>
<td>Wingate Inn</td>
<td>8505 Pulsar Place Columbus, OH 43240</td>
<td>Durand Sweet</td>
<td>614-844-5888</td>
</tr>
</tbody>
</table>
Crisis Communication Procedures

ADULT AND GRADUATE STUDIES
PHONE TREE

FIRST RESPONDERS TO CALL 911 AS APPROPRIATE

When you are called, please call the person(s) immediately connected to your name. If you reach a voice mail/answering machine, leave a message requesting a call back and continue to call down the list until you reach a live person. Then, that person will call on down the list and repeat the process until everyone has been notified.