

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.

CONTACT INFO

NAME	WORK	CELL	HOME
Marelle Shaner	6301	(614) 288-9649	-----
Julie Van Zant	4700	(740) 504-7576	(740) 397-5791

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.

Last updated 1/22/10

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).

Last updated 1/22/10

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.

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

Last updated 1/22/10

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.

