

COVID-19 Crisis Communications for Colleges Webinar

Chat from Webinar on March 19th, 2020

This chat has been edited to make it easier to view questions, comments, and responses regarding the presentation.

12:00:23

From Leah McKeogh : Would love input on working with local Joint Information Center (JIC) - Arizona Western College – Yuma, AZ

12:08:00

From Kysa Daniels : Please again share the name and title for the person currently speaking.

12:08:29

From Alex Boekelheide : Pam Cox-Otto, CEO of Interact Communications

12:10:51

From lauren : Does anyone have infographics they could share with the group??

12:12:44

From cherylbroom : Thanks, Lauren. I have written down your question. We have created a message board: discourse.interactcom.com where you can share things like infographics

12:12:45

From otto : And Also consistently have someone monitoring ALL your social media

12:14:15

From CCD : Is this being recorded? I can't stay on the whole time and would like to come back to it

12:14:23

From MichaelMahin : Yes, it is being recorded

12:14:40

From Heather's iPad : cheryl can you make sure we get slides AND notes/script? Lots of info outside of slides. 🙌

12:14:50

From cherylbroom : Yes!! We will send out both

12:15:00

From CCD : How do we get that information if we didn't sign up

12:15:09

From Christina Jimenez : Thank you. I'd like the presentation and script as well.

12:15:10

From Patty Parsons : Our Coronavirus Task Force has begun using Microsoft Teams to conduct meetings, share information, etc.

12:15:35

From otto : Good solution for Microsoft shops!

12:15:46

From cherylbroom : If you didn't sign up, we will post on our news center: news.interactcom.com

12:16:33

From vmoreland : Our team is Apple and we're still using Microsoft teams to stay in contact and have meetings. :)

12:18:23

From Heath Waldrop : What if your executive cabinet is not providing you the leeway to do some (or any) of these things?

12:19:09

From cherylbroom : Excellent question, heather. I have it recorded ... we will address it afterwards. In fact, we've had a number of people send this question before the presentation, so you are not alone

12:20:11

From tenaglia : At our college, we found there were connection (audio) issues after 300 participants were reached. Had to create multiple meetings.

12:20:44

From Patty Parsons : I too have experienced some issues around this so I am very interested to see what issues others are facing.

12:21:10

From otto : If it helps.. we can do a webinar for boards and leadership to remind them Communications is their most critical tool. Ignore it at their peril.

12:21:16

From 00239547 : @ Heather. I appreciate that question as well. Be good to know what we can do. Katie CC

12:23:42

From Tammy : Can you talk again about the rude/internal Q & A?

12:24:03

From cherylbroom : Yes, Tammy, I will ask Scott to cover that in more detail during the Q&A ,Thank you.

12:24:04

From Katie McCurdy : Will you provide some examples of a holding statement that we could use or alter?

12:24:11

From Jennifer Perez : Can we get samples of these four vital documents from Scott?

12:24:12

From Heath Waldrop : Pam YES, I'm already plotting to send this recording to my supervisor

12:24:27

From otto : Good!

12:24:33

From 00239547 : Examples Please

12:24:37

From Heath Waldrop : I haven't even been involved in any of the meetings. I'm not crafting the messages. I feel basically frozen out of all of it.

12:24:45

From Pam Cox-Otto : Yes... we will pull them together

12:24:48

From smingee : Examples of the 4 documents, please.

12:25:05

FromCarolynn Muci : Has anyone created holding statements in the case a college member (student/employees) is infected or worst case, passes away?

12:25:15

Fromcherylbroom : Sure thing. We will work on sending examples.

12:25:16

FromMichaelMahin : FAQs, like "When will campus be open again?"

12:25:25

Fromcherylbroom : Thank youCarolynn, I have this recorded

12:25:58

FromJenn Adrien : Like "What's the difference between sanitizing & cleaning?" We watch SM for questions/comments and then address them on our Q&A page.

12:25:59

FromDina Pearlman : I'm finding that internal, group emails that everyone is replying to are become an enormous time consumer and preventing me from receiving truly important emails. I am suggesting that perhaps we create some private FB groups for this purpose:

12:26:06

Fromcherylbroom : We have created a forum: discourse.interactcom.com so that you can share documents and things you are doing.

12:26:09

FromDina Pearlman : for faculty and staff

12:27:34

FromElizabeth : Is it free to join the forum?

12:27:46

Fromcherylbroom : Yes! No cost.

12:27:48

FromPam Cox-Otto : OF course...

12:27:54

From Elizabeth : Thank you.

12:28:10

From amy.tetta : @Dina, we're using Microsoft Teams for internal communication as we're all working from home. It includes video chat function (similar to Zoom).

12:28:53

From jebbing : Question for later: Every site is saying the SAME thing - we're just adding to the noise - nobody needs another post on handwashing or social distancing - recco's for getting our message out that doesn't sound canned or diluted?

12:29:31

From cherylbroom : Thank you, Jeff. I have it recorded.

12:29:38

From Dina Pearlman : Thank you, @amy.tetta!

12:29:54

From Alex Boekelheide : This chat window is its own little crisis communications scenario. Good luck keeping up, Interact!! :)

12:30:03

From amy.tetta : @Dina Pearlman You bet!

12:30:05

From Pam Cox-Otto : Lol :-D

12:31:15

From cherylbroom : Thanks Jennifer. We will send out the recording and slides.

12:31:33

From BSAenz : EAP's?

12:31:38

From Ruthie : Suggestions for YouTube messaging from college presidents to students re crisis and campus response...should it happen and if so, what should be shared?

12:31:54

From Laura Daniali : Please address jebbing's question :)

12:32:11

From Sally Cameron : EAP = Employee Assistance Program

12:32:16

From cherylbroom : Thank you, Ruthie. I have your question recorded.

12:32:45

From Willie Lockett : Will the chat section be available to participants after the webinar?

12:32:52

From lauren : we created a Covid site that includes a nice video our president did where he expresses empathy, it's gone over well. We also have a dedicated hotline that my public affairs team answers has been very well received. www.hancockcollege.edu/covid

12:33:18

From cherylbroom : For those who have to leave, we will be sending out a recording and powerpoint slides. We will also post on news.interactcom.com Please also go to discourse.interactcom.com. We have created a free message board for community colleges so you can continue to communicate with one another

12:33:34

From cherylbroom : Willie, I am not sure if we can download the chat feature, but I will try to figure it out!

12:33:43

From cherylbroom : Thank you, Lauren!

12:34:07

From Alex Boekelheide : YES YES YES to retention

12:34:13

From Alex Boekelheide : Please on that

12:34:21

From amy.tetta : I've backed off posting every update to SM as it was feeling overwhelming and individual populations were getting email updates (students, fac/staff, parents). Is it better to keep giving daily updates on our response day-by-day to the larger community? At this point, students are either home or safely re-housed here and fac/staff are working from home. There isn't much else "new" to share. I've switched to sharing how we're living in this new virtual world and what that looks like...Thoughts?

12:34:35

From Willie Lockett : Thank Cheryl. It would be great.

12:34:36

From Alex Boekelheide : +1 for Amy.tetta

12:34:42

From kaufmand : Definitely more on retention please!

12:35:19

From Carolynn Muci : We received feedback from an employee that using the image of the virus was triggering their anxiety.

12:35:46

From jimwiseman : I think that's where mixing up the "serious" messaging with some coping stuff comes in. Obviously take it seriously, but try to show the "we're all in this together side"..

12:35:47

From directorofmarketing : anyone else have a mandatory curfew?

12:37:09

From cynthiacourtney : I have faculty creating selfie video messages that we are putting out to keep students connected. They are light and fun

12:37:12

From jimwiseman : Dogs, cats, kids, etc.

12:37:18

From jimwiseman : Yup, awesome.

12:37:47

From Marlo : Cynthia are you willing to share a video example?

12:37:56

From cynthiacourtney : sure!

12:38:12

From Marlo : marlo.teal@dctc.edu

12:38:14

From amy.tetta : @directorofmarketing We don't have very many people left on campus to curfew! Almost everyone is out at this time. All of our buildings are locked except the campus center, which is meant as a hospitality-only locale.

12:38:18

From Carolynn Muci : Our employees are posting photos on Yammer of their new furry work colleagues

12:38:35

From Jenn Adrien : Our nursing program donated their leftover PPE to the local fire dept.

12:38:41

From Alex Boekelheide : Please post resources to the forum that Cheryl launched:
<https://discourse.interactcom.com/>

12:39:13

From jimwiseman : We are famous for adaptability... this is OUR TIME!

12:39:33

From Abby Hollins : Will these slide be accessible ASAP so I can share with our tactical team?

12:40:10

From directorofmarketing : Our whole county is on a curfew

12:40:23

From Erica Goleman : Am I the only one who is worried it looks kind of tasteless to be marketing summer classes? Or marketing anything at all?

12:40:28

From Interact Communications : Yes, we will share shortly after the webinar

12:41:38

From Rick Smith, Marketing, Saint Paul College : Erica Goleman, we are holding on summer term marketing. I was asked to lead our campus response team and from everything I'm reading I fully expect it to be cancelled by our system office within a few days.

12:41:38

From Interact Communications : Good question @erica! Adding it to our list. If we don't get to it today, we will share a response on discourse.interactcom.com

12:41:42

From mlynn : Erica Goleman - consider that there are a lot of people who will be out of work or kids who have no school, our classes can be a saving grace for some who need a positive next step in this chaotic time.

12:41:43

From vmoreland : We had a mobile campaign planned already for online classes. Part of our messaging is adapting to one of "don't lose momentum" during this time. Trying to be sensitive, but encouraging.

12:41:53

From Elizabeth : @Erica Goleman - I share the same concerns. Especially as a college w/o a high number of online programs when we do not really know how our summer schedule will be effected.

12:42:03

From jimwiseman : I agree. I think messaging now should be mostly about using the time to make plans, and making sure folks don't lose sight of their outcomes.

12:43:05

From amy.tetta : @erica yes, we paused our digital marketing campaign for a few days to a week (maybe more). It felt "off."

12:44:54

From Alex Boekelheide : Testing is just a test. No results

12:44:58

From Alex Boekelheide : that's our stance

12:45:01

From Alex Boekelheide : Only report results

12:45:26

From Alex Boekelheide : i'm prepared to be wrong

12:45:35

From Virginia (Ginny) Gnadt : Agree, Alex

12:48:22

From Virginia (Ginny) Gnadt : What do you do about employee and student questions about who tested positive and main confidentiality?

12:49:01

From lauren : Good question Virginia

12:49:22

From Virginia (Ginny) Gnadt : Oops, maintain confidentiality

12:50:23

From Virginia (Ginny) Gnadt : Our health department doesn't want to release anything

12:50:29

From Tom : Remember to check and stop paid advertising for open house/campus visit events during mandatory closures. There is a local college in our region with TV/radio/print ads airing...definitely conflicting information and certainly a waste of precious budget.

12:52:36

From Virginia (Ginny) Gnadt : Thank you for responding.

12:54:05

From Virginia (Ginny) Gnadt : Hi Kathy

12:55:16

From Tammy : Also what happen when Cabinet members are giving too much, too fast thoughts/opinions for each audience they deal with as to not be able to effectively craft a consistent, simple messaging?

12:55:54

From lauren : even if you don't get a win though, your president can't then turn around and say 'why didn't you give me advice on this?'

12:55:56

From Virginia (Ginny) Gnadt : Tammy, we are requiring all communications to be vetted by our Communications Dept.

12:56:21

From amy.tetta : @tammy Are all communications coming from the same "top" source? That has helped us to make sure all of our communication is streamlined.

12:57:36

From krfabos : If your EOC is activated (ours is) all communication should be coming only from PIO or Incident Commander.

13:00:33

From Heath Waldrop : Thank you SO much for this.

13:00:34

From amy.tetta : Thanks!

13:03:45

From Olivia Robinson : Yes. Thank you for the Python Reference Pam! Brightened my day

13:04:28

From Rick Smith, Marketing, Saint Paul College : Pam, I hear you but when panic is taking hold and becoming overwhelming humor may be received as a lack of taking this seriously.

13:04:31

From Mark : Do you recommend pushing "pause" on any enrollment marketing for a period of time? Until a college absolutely knows what will be offered?

13:04:32

From Leah McKeogh : Has anyone created any social media challenges for students to keep them engaged?

13:04:54

From jimwiseman : i.e. "Hmm, let's see what's in the old board game cabinet to take our minds off of... ohhh." [Shelf full of Pandemic Legacy + sequels]. *True Story*

13:06:14

From Leah McKeogh : I.e. read a book challenge,

13:06:22

From Jenn Adrien : I've got a "show us your coworkers" twitter post coming.

13:06:39

From Jenn Adrien : I started w/ a pic of my corgi. Because: corgi.

13:07:18

From Leah McKeogh : What about creative hashtags?

13:07:46

From Brandie Davis : #washoehands :)

13:08:44

From jimwiseman : heh

13:14:11

From cherylbroom : Thank you for attending. We will keep taking questions as long as we can and are recording. We will send out the full recording

13:14:45

From cherylbroom : Please also visit discourse.interactcom.com we will post all questions from today and hope colleges will find it as a resource for discussion

13:15:31

From Rick Smith, Marketing, Saint Paul College : Thank you for conducting this session. It is much appreciated.

13:15:50

From jimwiseman : S'More supplies are DECIMATED at our Safeway...

13:16:04

From lauren : `Pam, can you just come take over for us all?! You are so eloquent!

13:16:31

From Brandie Davis : LOL

13:16:32

From lauren : LOL!

13:16:34

From jimwiseman : hehe

13:17:59

From Mandy Heil : And parents

13:19:47

From kathleen cabral : Thank you all for being the best support network! I'm off to another meeting! Keep washing your hands.

13:20:06

From Pam Cox-Otto : You too girlfriend!

13:20:41

From Jennifer Perez : THANK YOU!

13:21:31

From cynthiacourtney : Thanks for the info and support everyone!

13:22:08

From Mark : I imagine some part-time workers are losing their jobs during these shutdowns. How are people messaging this reality without looking like we are "cold" with no heart?

13:22:48

From Dan Baum : Thank you so much for doing this! A great reminder that not only are we part of our community, we're part of a larger, national community where we can be the solution!

13:23:23

From Jennifer Perez : do you recommend communicating EVERY DAY?

13:23:27

From jimwiseman : I feel like those are the folks we can help most. Careful w/ tone

13:24:38

From marcusbadgley : How can I get a copy of this webinar?

13:25:13

From dwendt : Will the webinar recording include this Q&A? This is such helpful information.

13:25:29

From cherylbroom : Hi Marcus, we will email the slides and the recording to everyone who is registered and then will post on news.interactcom.com

13:25:37

From Rick Smith, Marketing, Saint Paul College : There are opportunities for good news amidst this crisis--we are likely to use budget resources to fill state student worker funds (only two months remaining in the term) that may or may not continue to be available. Preserving student workers' jobs and income is a message we hope to carry well beyond our campus.

13:25:40

From cherylbroom : And yes, it will include the Q&A

13:26:04

From Jennifer Perez : Every day - management team

13:26:24

From Jennifer Perez : But what about to students, employees? Should we be communicating with them everyday too?

13:26:58

From lauren : Follow Good News Movement on IG - they are showing amazing videos out of Italy.

13:27:05

From Mark : sorry, last question. It's one guy tweeting at us about rumors that we are firing all part-time people (not accurate) would you recommending engaging with him to prevent this going viral or just monitor?

13:27:12

From gladys tsang : Virtual hugs to all who needs them.

13:27:22

From Jennifer Perez : Thanks!

13:27:27

From Alan Campbell : We're there with ya' Pam! :-)

13:28:00

From cherylbroom : Socially distanced {hug} Pam

13:28:20

From Kirsten Mathieson : If there's time, would you please give advice on how to message Commencement?

13:28:22 F

rom Pam Cox-Otto : Right back 'atcha

13:28:23

From Mark : thanks, you guys rock!

13:28:23

From Jennifer Perez : Pam-<ELBOW> to you!

13:28:25

From Jenny Hughes : ***HUGS*** ~ Pam :)

13:28:33

From Pam Cox-Otto : :-D

13:29:03

From Rick Smith, Marketing, Saint Paul College : Per Jean-Luc Picard "Engage!"

13:29:23

From Kysa Daniels : Hugs to you Pam...and to everyone. This is so tough for so many people, if not all.

13:29:54

From Katie McCurdy : Message examples for commencement to let the students know we still care.

13:30:11

From Leah McKeogh : Hugs to Pam – Arizona Western College

13:30:59

From Olivia Robinson : We have our main social channels sharing the most vital and clarifying information, while the Student Engagement side is posting helpful community resources, mental health awareness posts, etc. Utilize your student engagement folks to help post the stuff you might not be seeing when you're working on the business continuity side of things.

13:31:11

From Mandy Heil : Super helpful stuff! I have a long list of action items and ideas. Thank you so much!!

13:31:46

From Pam Cox-Otto : Good! Reach out if we can help or advise!

13:33:18

From lauren : thank you Cheryl for working on putting together sample messaging about rescheduling commencements. That will be very helpful.

13:34:33

From Mandy Heil : Lots of good ideas for alternative options for commencement are floating around on the NCMPR list serve.

13:36:23

From Rick Smith, Marketing, Saint Paul College : Agreed @Mandy Heil!

13:36:51

From Brandie Davis : woof :)

13:37:31

From MPayan : Great job Cheryl!

13:37:39

From lauren : Blind copy!

13:37:47

From Katie McCurdy : Blind copy "ALL" emails

13:37:49

From cherylbroom : Thanks! BCC ALWAYS!!!

13:39:22

FromCarolynn Muci : We texted employees to check their email when there was an important message released over the weekend

13:40:01

From lauren : I think YT humanizes the messaging.

13:40:50

From Rick Smith, Marketing, Saint Paul College :Carolynn Muci, we used broadcast phone messages just this morning for the same thing.

13:41:32

From Pam Cox-Otto : Good!

13:43:23

From lauren : THANK YOU!! This was so incredibly helpful and also cathartic. Take care everyone!

13:43:45

From Stacey Hagreen : Thank you for an excellent webinar!

13:44:21

From Camille from Long Beach City College : Thank you, ALL!

13:44:23

From Ruthie : Thank you so much for all this valuable info!

13:44:47

From Elena Bubnova : Thank you so much! This is very helpful!

13:44:55

From Interact Communications : Thank you for joining us, everybody!

13:44:58

From MPayan : Thank you to all of you for sharing your expertise.

13:45:00

From Ronika Rampadarat : Thanks!

13:45:01

From Elizabeth : Thank you so much!

13:45:07

From donnapribyl : Thank you

13:45:07

From CCD : Thank you!

13:45:07

From Jenny Hughes : Thanks!

13:45:34

From cherylbroom : Thank you everyone!

13:45:48

From Rend Lake College - Nathan Wheeler : Thank you