



COVID-19 (novel coronavirus) Communication Plan

Overview

1. EvCC's President's office will be the main disseminator of information.
2. College Advancement (EvCC's marketing and communications office) will be in charge of internal and external communication planning and draft all public and internal statements for the president's approval and dissemination.
3. All media calls will be referred to College Advancement
4. Communication will take place primarily in English and Spanish – we will encourage our on-campus partners to assist with translations to other languages as needed.
5. Proactive messages (hand-washing, cough etiquette, stay home when sick, see a doctor if symptoms persist, etc.) will be issued as needed.
6. College Advancement will collaborate with local, regional, Washington State Board for Community and Technical Colleges and other efforts when crafting messages to internal and external audiences.
7. The college will rely on external partners to be content experts on the virus, the spread of the virus, and other medical matters.
8. Should a campus employee or student be diagnosed with a coronavirus, all Clery Act and FERPA guidelines will apply to internal and external communication. We will not provide names or other identifying information in accordance with those regulations.
9. College Advancement will work with other departments to identify methods for targeted communication to groups where bulk messages would make sense. For example, a targeted group might be “all users of the Early Learning Center” or “all CCEC employees” – groups that may receive messages that are applicable only to them.
10. We will err on the side of too much communication while being mindful not to overwhelm students, faculty, and staff.

Communication Phases

- Prevention and Preparation
- Heightened alert: If there are an increasing number of cases in Washington state and/or health officials have concerns about the virus spreading in our area.
- Direct impact (possible case, employee or student)
- Significant direct impact (multiple cases)

Prevention and Preparation

Strategies

1. Identify how EvCC will receive information about potential health risks.
 - Snohomish County Coronavirus Joint Information System
 - Snohomish Health District
 - Establish methods for reporting and tracking information about employee absences, student absences (if shared), number of students and staff in travel status (recent and/or planned trips to countries with active cases), number of international students and countries of origin, and any other relevant information.
2. Create communication channels
 - COVID-19 webpage. Include FAQ.
 - Create COVID-19 email address for students and employees to send questions to - evcchealth@everettcc.edu
 - Message from the President
 - Social media
 - Posters - Prevention messages
 - RAVE: Encourage students to sign up for emergency communication
 - Collect lists of contact information (email and phone) for ELC families, student housing residents, and international students to provide targeted information as needed. Contact list of international embassies and international parents and families. Additional communication at this point would be supplemental, not separate.
 - Identify a hotline number to use if needed.
 - Identify how we share information with school districts if dual-credit students are impacted.
 - Establish internal communication channels, such as the COVID-19 Google Drive and COVID-19 email contact list.
 - Create an internal shared list of answered and pending questions and a process for collecting and submitting questions to the list. This provides accurate, centralized communication instead of areas answering questions individually.
 - Ensure our internal emergency contact list is up-to-date.

- Identify how information and notification will be provided to the leadership team and other essential personnel.
3. Inform EvCC students and employees about what to do if they're ill or a student, employee, or visitor appears to be ill.
 4. Share information prior to Spring Break about international travel.
 5. Encourage students, faculty, and staff to consider their personal emergency preparation should they need to stay at their homes for 14 days or more.
 6. Create a timeline for communication, especially when we are sending messages from the President's Office.
 7. Prepare messages in advance
 - Response to rumor that student or employee who has COVID-19, been tested for the virus, or been exposed to the virus.
 - Event cancellation
 - Closure of the college, including class expectations (face-to-face, online, hybrid) during a closing.
 - Ways EvCC can provide support to students and employees who are impacted, including the student emergency fund.
 8. Encourage all departments and programs to consider how they could conduct their work if they couldn't be on campus.
 9. Consider personalizing the college's preparations and response. Instead of "the college," show students, faculty, and staff the team working on preparations. Explain what that team is doing and who will make decisions in the event of an outbreak.

Key Messages

- EvCC is closely tracking information about the coronavirus and coordinating with the Washington State Department of Health, Snohomish Health District, State Board for Community and Technical Colleges, and other organizations.
- Employees and students are encouraged to take steps to decrease the spread of all viruses.
- EvCC encourages employees and students to sign up for college emergency alerts and seek accurate information from reputable sources.
- Follow CDC travel guidelines
- Viruses don't discriminate, and neither should we.
<https://kingcounty.gov/depts/health/communicable-diseases/disease-control/novel-coronavirus/anti-stigma.aspx>
- This is an emerging, quickly evolving situation. EvCC will provide updated information as it becomes available, including updated guidance.

Heightened Alert

If there are an increasing number of cases in Washington state and/or health officials have concerns about the virus spreading in our area.

Strategies

1. Increase communication with the Snohomish County Joint Information System. Need to coordinate information to ensure accuracy.
2. Provide regular updates to students, faculty, and staff, including the college's continuity of operations plans. Determine frequency as needed. Primary channels: email, social media, Canvas. Also ask faculty to share information with students in their classes.
3. Create and provide training/instructions to employees who need specific information for their populations, such as international students, ELC, and Student Housing. Training could be provided via video.
4. Ask students and employees to notify EvCC if they're ill or traveling internationally.

Key Messages

In addition to the applicable messages from the prevention and planning phase:

- Employees and students who are sick need to stay home, and they won't be penalized for doing so. This may require additional communication with faculty.
- Please let the college know if you're ill. It gives us a better understanding of potential health risks for our college community.
- EvCC is committed to student and employee safety. We will act with an abundance of caution should any risk to the college become known.
- Explain what EvCC is doing to prepare for continuity of operations should the college need to close.

Direct Impact

An EvCC employee, student, or campus visitor may have been exposed to COVID-19, is being tested for COVID-19, is in quarantine for COVID-19, or has been diagnosed with COVID-19.

Strategies

1. Provide regular updates at a set time to students, faculty, and staff. Even when there's no new news. Prioritize this information, even if it's only a possible exposure, to try to reduce rumors and inaccurate information.
2. Encourage students, faculty, and staff to send their questions to the COVID-19 email address. Use those questions to add info to the FAQ.
3. Update the EvCC virus FAQ. Explain what will happen if there's a virus outbreak among EvCC students, faculty, or staff. Will the college close?
4. Immediately notify the Snohomish County Coronavirus JIS. Ask for assistance with

communication for students, faculty, and staff.

5. Ask employees to prepare to work off campus, if possible.

Key Messages

In addition to the messages from the Heightened Alert phase:

- This is the college's highest priority. We are committed to student, faculty, and staff safety.
- EvCC is working closely with the Washington State Department of Health and Snohomish Health District and following their guidance in our response.
- EvCC is creating a plan to continue operations if the college needs to close. We are doing everything we can to continue providing education, but the priority needs to be safety.
- EvCC is doing its best to provide information as quickly as possible, but there are a number of questions we can't immediately answer or we're waiting on test results/information. Keep the questions coming, though! We will answer all of them, or refer students, faculty, and staff to the organization, such as the Health District, that can.

Significant Direct Impact

Multiple EvCC employees, students, or campus visitors have been exposed to COVID-19, are being tested for COVID-19, are in quarantine for COVID-19 or have been diagnosed with COVID-19.

Strategies

In addition to the strategies identified for the Direct Impact phase:

1. If EvCC is closed, notify students, faculty, and staff as quickly as possible and explain what a short closure (3-5 days) will mean for classes and what will occur if we have a longer closure.
2. Share information about resources available for EvCC impacted employees and students.

Key Messages

In addition to the messages from the Direct Impact phase:

- The college will get through this and continue fulfilling our mission of providing essential education to our community.
- EvCC has seen tough times before, and what has helped most is working together as a campus community to support each other.

High Priority Needs

1. Create [COVID-19 \(novel coronavirus\) webpage](#).
2. [COVID-19 FAQ](#)
3. Message from the President - Update, viruses don't discriminate.
4. Travel Messaging: EvCC travel, Spring Break travel.
5. Create COVID-19 email address for employee and student questions. May be used to send

messages.

6. Communication for EvCC employees about what they should do if they're ill or a student, employee, or visitor appears to be ill.
7. Timeline for President's Office messaging, communication tools, and decision making (travel, large campus events, Spring break, international visitors, what to do if you're sick or you see someone who appears to be sick, guide for EvCC supervisors).
8. Establish methods for reporting and tracking information about employee absences, student absences (if shared), number of students and staff in travel status (recent and/or planned trips to countries with active cases), number of international students and countries of origin, and any other relevant information.

Message Templates

DRAFT: CANCELED MAJOR EVENT

Due to the recent developments related to COVID-19 (Novel Coronavirus) in our community, Everett Community College (EvCC) has decided to cancel (event name) at (location) on (date). The health and safety of our students, faculty, and staff remains our highest priority.

EvCC is working closely with local and state public health officials and following [guidance from the U.S. Centers for Disease Control and Prevention \(CDC\)](#) to align our plans with the most current recommendations from experts.

We will provide an update at (time) with information about the college's plan for rescheduling this event.

We will continue to provide you with updates at EverettCC.edu/Coronavirus.

Sincerely,

Everett Community College President

DRAFT: RUMOR OF CLOSURE

Dear EvCC community,

We have heard rumors that Everett Community College will close and cancel Spring quarter due to concerns about COVID-19 (novel coronavirus).

Currently, no members of the EvCC community have been diagnosed with COVID-19. EvCC continues to maintain normal operations at this time.

But we are preparing so that we will be ready to take fast action if needed. Everyone's health and safety is our highest priority.

Get informed. Stay healthy.

I encourage you to visit the [CDC webpage](#), [Snohomish Health District webpage](#), or the [Washington State Department of Health webpage](#) for the latest information.

Sign up for EvCC alerts at EverettCC.edu/Emergency and watch EverettCC.edu/Coronavirus for updates.

Sincerely,
Everett Community College President

DRAFT: STUDENT OR EMPLOYEE BEING TESTED

On (date), Everett Community College was notified by the Snohomish Health District that a member of the EvCC community met the criteria for COVID-19 (novel coronavirus) testing. We will continue to monitor the situation closely while awaiting test results, which we're told will be available by (date).

Out of an abundance of caution for the health of the EvCC community, we have decided to cancel all classes, events and operations at (location) on (date).

(Details about whether the student was on campus while sick and their current status, if we are able to share that information.)

The (student, staff member) being tested remains in quarantine and under the care of healthcare professionals. Any close contacts of this individual have been contacted by public health staff for further instruction.

If you have not been contacted by the Snohomish Health District, please assume that you are not impacted and that your risk of acquiring COVID-19 is not higher than the general population.

Our custodial team will be deep cleaning and disinfecting touchpoints while (location) is closed. All other EvCC locations will maintain normal operations at this time.

EvCC is working closely with local and state public health officials and following guidance from the [U.S. Centers for Disease Control and Prevention](#) (CDC) and [Snohomish Health District](#) to align our plans with the most current recommendations from experts. This includes encouraging everyone to monitor their own health, practice good hygiene, and stay home if feeling sick.

We will provide an update at (time) with information about the college's plan for reopening.

To be notified of any EvCC delays or closures, we encourage EvCC students, employees, family members and visitors to sign up for emergency text and email alerts at [EverettCC.edu/Emergency](#).

We will continue to provide updates to guide students, faculty, and staff, while working to ensure the health and safety of our community, at [EverettCC.edu/Coronavirus](#).

Sincerely,
Everett Community College President

DRAFT - RUMOR MESSAGE

As of today, we have heard of one **unconfirmed** report of COVID-19 of (an EvCC student/staff member). Out of an abundance of caution we continue to investigate the situation, although current health information provided *does not* suggest the student has coronavirus.

The unconfirmed (student/staff member) remains in quarantine and under the care of healthcare professionals. If confirmed, close contacts of this case will be contacted by public health staff for further instruction. *If you are not contacted by the Snohomish Health District, please assume that you are not impacted and that your risk of acquiring COVID-19 is not higher than the general population.*

Following the direction from the Snohomish Health District, Centers for Disease Control and Prevention, Washington State Department of Health and other state officials, the college is actively preparing to take measures in the event that this case becomes a confirmed positive COVID-19 infection. We will continue to provide up-to-the-minute communications to guide students and staff, while working to ensure the health and safety of our community.

We will continue to provide updates to guide students and staff, while working to ensure the health and safety of our community, at [EverettCC.edu/Coronavirus](#).

Sincerely,
Everett Community College President

DRAFT: VIRUS CONFIRMED MESSAGE

We learned today that an Everett Community College student was diagnosed yesterday with COVID-19 (novel coronavirus). We are taking this very seriously and out of an abundance of caution for the health of the EvCC community, we have decided to close all (location) on (date). All classes and events are cancelled.

(Details about whether the student was on campus while sick and their current status, if we are able to share that information.)

According to the Snohomish Health District, those who are close contacts of a presumptive positive case have been contacted by public health staff for further instruction. If you have not been contacted by the Snohomish Health District, please assume that you are not impacted and that your risk of acquiring COVID-19 is not higher than the general population.

Our custodial team will be deep cleaning and disinfecting touchpoints while (location) is closed. All other EvCC locations will maintain normal operations at this time.

EvCC is working closely with local and state public health officials and following guidance from the U.S. Centers for Disease Control and Prevention (CDC) to align our plans with the most current recommendations from experts. This includes encouraging everyone to monitor their own health, practice good hygiene and stay home if feeling sick.

We will continue to provide you with updates as we have them at EverettCC.edu/Coronavirus.

Sincerely,

Everett Community College President

SPANISH-LANGUAGE INFORMATION for EverettCC.edu/Espanol

Hola a todos,

Estamos viviendo una época sin precedentes y queremos reiterar que la salud y seguridad de nuestra comunidad universitaria, es nuestra máxima prioridad.

EvCC sigue trabajando en estrecha colaboración con los funcionarios de salud pública locales y estatales y siguiendo la guía de los Centros para el Control y la Prevención de Enfermedades (CDC) de EE. UU. para alinear nuestros planes con las recomendaciones más recientes de los expertos. Esto incluye pedirles a todos que cuiden de su salud.

Infórmese y manténgase saludable

Muchos estudiantes, profesores y personal de la universidad han preguntado qué pueden hacer para mantenerse con buena salud. Pueden tomar los próximos pasos para ayudarse a mantener saludable.

Infórmese

La información sobre el coronavirus COVID-19 está cambiando rápidamente. Consulte y comparta esta página web, que incluye [preguntas más frecuentes](#) (FAQ) para estudiantes, profesores y empleados. Por favor, vuelva con frecuencia para obtener la información más frecuente. (Utilice la traducción de Google en la parte superior de la página para ayuda con la traducción. Tenga en cuenta que la traducción de Google no es una interpretación exacta.)

Practique buena higiene

- Cúbrase la boca y la nariz con el codo o un pañuelo de papel cuando tosa o estornude, y deseche el pañuelo inmediatamente.
- Lávese las manos a menudo con agua y jabón, durante al menos 20 segundos, y si no hay agua y jabón disponibles, use un desinfectante para manos a base de alcohol al 60-95%.
- Evite tocar tus ojos, nariz o boca.
- Limpie y desinfecte las superficies que se tocan con frecuencia.

El Departamento de Salud del Estado de Washington ofrece información sobre el coronavirus (COVID-19) en [español](#).

Continúe revisando su correo electrónico si es estudiante de EvCC, así como nuestra página de internet EverettCC.edu/Coronavirus.

Si tiene alguna duda o pregunta, comuníquese con Dafne Powell, Gerente Bilingüe de servicios para estudiantes latinos e indocumentados: dpowell@everettcc.edu, 425-388-9066.

También quiero recordarles el compromiso de EvCC con la diversidad y la equidad. EvCC no tolerará comentarios o comportamientos discriminatorios hacia ningún miembro de nuestra comunidad universitaria.

Su educación es importante. No se dé por vencido porque no vamos a renunciar a usted. Le animo a que continúe sus estudios en Everett Community College, y haremos todo lo posible para ayudarlo a tener éxito.

Somos más fuertes juntos y estamos aquí para ayudarlo obtener el certificado o título para mantenerlo en el camino necesario hacia el éxito.

Atentamente,

Presidenta de Everett Community College

Hello everyone,

We are living in unprecedented times and we want to reiterate that the health and safety of our college community is our highest priority.

EvCC is working closely with local and state public health officials and following guidance from the U.S. Centers for Disease Control and Prevention (CDC) and Snohomish Health District to align our plans with the most current recommendations from experts. This includes encouraging everyone to monitor their own health.

Get informed

Information is changing rapidly. Refer to and share this webpage, which includes [Frequently Asked Questions \(FAQ\)](#) for students, faculty, and staff. Please check back frequently for updates. (Use Google translation at the top of the page for translation assistance. Please note that Google translation is not an exact interpretation.)

Get informed, stay healthy

Many students, faculty, and staff are asking what they can do. Here are some actions you can take to help us all stay as healthy as possible.

Practice good hygiene

- Cover your mouth and nose with your elbow or a tissue when you cough or sneeze, and immediately dispose of the tissue.
- Wash your hands often with soap and water, for at least 20 seconds, and if soap and water are not available use a 60-95% alcohol-based hand sanitizer.
- Avoid touching your eyes, nose or mouth.
- Clean and disinfect surfaces that are frequently touched.

The Washington State Department of Health provides comprehensive information about COVID-19 in [Spanish](#).

Please continue to check your email if you are an EvCC student, as well as our EverettCC.edu/Coronavirus website.

If you have any questions or concerns, please contact Dafne Powell, Program Manager for DREAMer, Latin-Population: dpowell@everettcc.edu, 425-388-9066.

I also want to remind you of EvCC's commitment to diversity and equity. EvCC **will not tolerate** discriminatory remarks or behavior toward any member of our college community.

Your education is important. Don't give up on yourself because we are not going to give up on you. I encourage you to continue your studies at Everett Community College, and we will do everything we can to help you succeed.

We are stronger together, and we are here to help you earn the certificate or degree to keep you on the necessary path to success.

Sincerely,

Everett Community College President