Communications Reopening Subcommittee

Communications Plan

Communications Subcommittee Members
USA Main Campus: Mike Haskins, Mike Mitchell, Jeb Schrenk, Joy Washington
USA Health: Gary Mans, Casandra Andrews, Carol McPhail

Primary Communications Goals
- Develop and disseminate clear, concise, consistent and effective communications about reopening schedules, processes, procedures, rules, roles and responsibilities.
- Identify relevant audiences and most effective communication channels.
- Communicate consistently about; 1) when the University will reopen; 2) how and under what circumstances the reopening will take place; 3) how the University will create an effective and safe working, learning and living environment; 4) what is expected of each segment of the University community.
- Communicate about how the University will respond to the possibility of isolated and/or widespread cases of COVID-19 after reopening.

Audiences
Current Students, Faculty and Staff, Parents, Prospective Students, Alumni, Professional and Trade Organizations, Media, General Public.

Key Messages
- USA is planning to reopen for Fall 2020 and resume campus operations, in-person classes, on-campus living for resident students, and day-to-day business.
- USA will continue to deliver a high-quality educational and student experience.
- USA will only reopen when it is safe to do so, and will reopen with a comprehensive plan to protect the health and well-being of students, employees and visitors.
- All members of the USA community should be prepared to be flexible in adapting to changes in operating procedures that are designed to maintain a safe and healthy campus environment.
- USA has response plans in place for limited or widespread outbreaks of COVID-19.
Specific changes will be communicated from various office regarding class schedules, work schedules, residence halls and move-in, student activities, dining facilities, office procedures, athletics, and other areas.

**Communications Tactics**

- Poll all subcommittee chairs and review all subcommittee plans to identify common elements and themes that need to be universally communicated (completed).
- Develop a series of Frequently Asked Questions (FAQ) lists for general audiences, students, faculty, staff, parents (in progress).
- Develop a master schedule with key reopening dates (in progress).
- Develop and launch a comprehensive reopening website with sections on schedules, processes, resources, plans, FAQs (in progress).
- Promote website content and additional information through various channels, including: possible kickoff video; Video News Releases; emails and other e-communications, social media, public and media relations, and printed materials.
- Develop a social media campaign focused on encouraging best practices (i.e. masks, social distancing, health habits). Disseminate social media assets and language to all social media managers.
- Develop a comprehensive signage and poster plan for main and satellite campuses. Work with campus building managers to install signage and distancing markers.

**Communications Timeline**

- Communication plans launched in May with announcement to students, employees and media that USA plans to reopen for the Fall 2020 semester.
- Communication website and promotion will launch as soon as directed by the steering committee, and will last throughout the summer.