

**BRYN MAWR COLLEGE
CRISIS-COMMUNICATIONS PLAN
Revised 4/17/07
(abridged)**

IMMEDIATE RESPONSE

- **Policy Group notification.** The first Policy Group member to hear of the crisis (generally the Chief Administrative Officer) initiates notification, although any member of the Policy Group directed to serve this function, or a part of it, will do so. Notification information is limited to the level, nature and location of the emergency, the Policy Group meeting location, and advice about inaccessibility or danger to avoid when traveling to the meeting location.
- **Initial Statement.** The Director of Public Affairs (DPA) or her designee will go to the scene of the disaster, if possible, before going to the Policy Group meeting and confirm basic facts with the Director of Public Safety and Transportation or his designee. The DPA will then give a brief, on-the-spot statement to any assembled media. She will call another member of the Public Affairs staff to assure that the same statement is delivered to the campus community and media callers, as well as is posted on the Web site. If Public Safety has not already recorded a statement on 610-526-7310, the DPA will ensure that it is accomplished. The DPA will notify all essential Public Affairs staff to report.
- **Policy Group meeting.** The Chief Administrative Officer (or other designated leader) moderates the meeting. The Director of Public Safety and Transportation or other Operations Group representative briefs the Policy Group on the scope and anticipated impact of the crisis. The DPA recommends the communication response, spokesperson and time of news conference. Plans for caring for and/or informing each of the affected constituencies are discussed. The Chief Administrative Officer sets the time for the next convening.
- **Second statement.** At the conclusion of the Policy Group meeting, the DPA will update her staff. Work then begins on the second statement. Information Services assists Public Affairs in getting statement and directions for faculty, staff and students out via e-mail and phone message on both 610-526-5000 and an 800 hotline. The external statement is disseminated to regional media, trustees, campaign leadership, neighboring schools and consortium partners, as needed and by the appropriate staff person.

DEPLOYMENT OF PERSONNEL

If needed, the DPA will call a meeting of communicators. Otherwise, Public Affairs will call only those people not yet in the information loop, and the designated communicators will handle their responsibilities as delineated in the complete Crisis Communications Plan. The goal is to anticipate and fill each constituency's information needs.

Communicators, and offices assisting communicators, include:

Deans
Undergraduate Admissions
Provost
Director of Human Resources
Public Affairs
President
Executive Assistant to the President
Secretary or Assistant Secretary of the College
International Programs
Information Services
Executive Director of the Alumnae Association
Director of Conferences and Events
Director of Development

Communication activities may include but are not limited to:

Calling in an adequate number of staff people and assigning tasks
Counseling
Religious advising
Retrieving data
Setting up backup communications systems
Contacting and maintaining liaison with families of people affected
Accompanying victims to hospital
Setting up gathering places for particular constituencies, offering food and beverage
Protecting privacy; obtaining consents
Helping people to leave campus or sheltering them in place
Contacting people whose visits need to be canceled
Making condolence calls
Visiting affected individuals or groups
Answering phones
Drafting and updating communications
Recording mass voice mails and/or messages on the 7310 line
Phoning friends and neighbors of the College (e.g., trustees, presidents of Haverford and Baldwin)
E-mailing, faxing, posting information to the Web site
Handling media relations
Arranging logistics for news conference

RELEASE OF INFORMATION

Identities of victims will not be released without the written consent of the victim, legal guardian or next of kin (if the victim is deceased or no longer competent). General, confirmed injuries en masse will be released, e.g., "Twenty people are being treated for smoke inhalation. None was critically injured." Inquirers will be referred to the hospital for condition reports and description of injuries.

Once family members have been contacted, and if the victim, legal guardian or next of kin signs a consent form, Public Affairs will release name, age, title and department or student status, length of service or major, and hometown.

If a student, faculty member or staff victim or his/her legal guardian or next of kin is further willing to have specific members of the Bryn Mawr community speak on the victim's behalf as part of a news or feature story and signs a consent form stipulating that, Public Affairs will arrange for such interviews if sanctioned by the student's dean, the Provost, or the Director of Human Resources, as appropriate.

The College will not release transcripts except at the written request of the victim, legal guardian or next of kin, and after the signing of a consent form.