

## Draft Protocol for Communicating Student-Related Crises

### **Overview**

The following protocol recommendations provide a clear and consistent approach for communication associated with student-related crises at Emory University. As the institution works to create a socially just and inclusive community, it will be important to inform and engage faculty, staff and students about student-related incidents with care and transparency.

The Senior Vice President for Communications and Public Affairs, as the University's chief communications officer, shall counsel the President and President's Leadership Council and provide the final recommendations regarding whether there is a need for campus communication, and the appropriate vehicles for dissemination of information. The SVP for Communications and Public Affairs will work with the appropriate President's Leadership Council officer to provide content for the communication.

### **Description of Student-Related Crises**

Student-related crises may occur on campus or off campus, and can include bias incidents, activism and acts of physical violence that trigger the need for campus-wide communication, particularly when they are a safety risk to the Emory community or a reputational risk to the institution. Below are some of the factors that may define a student-related crises:

- Bias Incidents
  - Hate crimes (i.e., Swastikas painted on a fraternity house during Jewish holiday)
  - Public threats to identity groups
    - Vandalism (i.e., defacement of a Muslim prayer room on campus)
    - Violence (i.e., student studying in Centro Latino attacked by an anti-immigration student group)
    - Graffiti (i.e., "N" word chalked on an academic building)
    - Displays (i.e., Pro-Palestinian poster board in DUC Commons covered with Israeli flag and flyers depicting soldiers with guns drawn)
- Activism
  - Protests/Demonstrations (i.e., Black Live Matters protest on Clifton Road; Latinx students protesting immigration on campus and at the State Capitol)
- Physical Violence
  - Sexual assault
  - Campus shooting
  - Acts of terrorism
- Environmental Tragedies

- Natural disasters (i.e., tsunamis, earthquakes, hurricanes, etc.)

*\*Note: Some student-related crises may fall into the Clery notification category*

### **Spokespersons Protocol**

When triggers such as the examples cited above occur, and a decision has been made that an all-campus communication is required, the following protocol is proposed:

- Student-related crises: Communication is issued by the Senior Vice President/Dean of Campus Life.
- Student-related crises that intersect Emory with other/multiple institutions or generates increasing national/global attention: Communication is issued by the President, or appropriate President's Leadership Council officer, in consultation with the SVP/Dean of Campus Life and SVP of Communications and Public Affairs.
- Student-related crises that are academic-related: Communication is issued by the Provost.

Situations may arise that require the signature of more than one administrator on a communication, particularly if a student-related crises is tied to more than one sector of the Emory community.

When student-related crises trigger a communication from one or more of the administrators listed above, additional University vehicles for information dissemination such as those cited below can be considered in consultation with the SVP for Communications and Public Affairs.

- Emory University web site
- Emory Report/Dooley Report
- Emory Wheel
- University social media channels
- Targeted e-mail lists for alumni, parents, trustees, media, etc.