

COVID STUDENT COMMUNICATION PLAN

FALL SEMESTER 2020

Task Force members recommend establishing a process to communicate every Tuesday with students via the following venues. We are proposing which areas and/or individual(s) should be responsible:

- e-Campus Updates with Video Introduction of the weekly message– Dean of Students and University Communications
- Student Email – Provost or Administrative Team
- Facebook, Twitter and Instagram – University Communications and Student Engagement Push
- Mobile App – Student Engagement
- Adirondack Text Message to On Campus Students – Residence Life
- COVID-19 Website – University Communications
- Text messages to all students - BH Foundation
- Support emails/texts/messages from faculty and advisors
- Everbridge communication message for one-time announcement at the start of this campaign – John Ginther and Garrett Stevens
- One campus video supporting and encouraging wearing masks and safety expectations and covering where masks are required– University Communications

The following is the proposed schedule. We suggest that each area should be responsible for creating their own message and plan. The messages should be completed the week before and vetted through President Nichols and Marketing.

July 7: Academics

What classes and learning will look like this fall semester. Traditional classrooms with modifications, including hybrid options. What to expect. Still creating optimal learning environment that the students need and expect. Share about on-line learning and BHRC. Talk about student teaching, labs, internships and other learning challenges that are still opportunities to address.

July 14: Housing and Move In

Next, students need to understand when they move in, where they will be living and how they will be moving into the residence halls. Share the updated list from Residence Life (they already have it created, but there may need to be some tweaking) of what to bring. Include the med kit supplies. Explain rule, talk about visitor policy, doors locked, encourage students to stay on campus rather than going home. Basic safety expectations. (Limit trips to Wal Mart.)

July 21: Safety and Protocols

Perhaps Dining included here. Talk about building hours...wearing masks...carrying hand sanitizer in backpacks...social distancing practices. Facility Services and cleaning to keep us safe. University expectations. Student campaign promoting social distancing and signing a pledge to follow guidelines to keep our community safe....perhaps, Living and Learning WITH PURPOSE – Definition of Purpose: “(noun) the reason for which something is done or created or for which something exists; (verb) one's intention or objective” We could promote the reason for safety is to help the students attain their goals and their purpose for being here. Whether it is the “college experience,” learning, getting a college degree or getting a job...

July 28: Student Engagement and Campus Life

We need to help students understand how they can still have a life at BH and be a part of their community. So, we need to talk about clubs and orgs, programs, Green and Gold Days, Athletics and Intramurals. Perhaps John can share about RA programs in this section.

August 4: Student Services and Resources

We need to share about Student Health and Counseling, I.T., Help Desk, WAC, MAC, Center for Student Success, Bookstore, Advising, Student Support Services, Career Development, etc. This is the week we need to share the med kit idea again. Talk about bringing your insurance card because as much as we want to help students who are sick, our services will be limited. Parents and students need to understand this.

August 11: Updates and Introducing the Pledge of Living with Purpose

As a campus community we need to act and behave according to our purpose, which is to get an education, find a career and do good things. If all act with purpose, we can keep each other safe. We pledge to do our best to be Yellow Jackets with Purpose to keep each other working toward our goals.