

Preparing for crisis communication: Physical threat

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Virginia Tech

CGS Annual meeting, December 2016

Washington , DC



Virginia Tech throughout the Commonwealth



In Falls Church



In Alexandria & Ballston



VT Graduate Education at a Glance

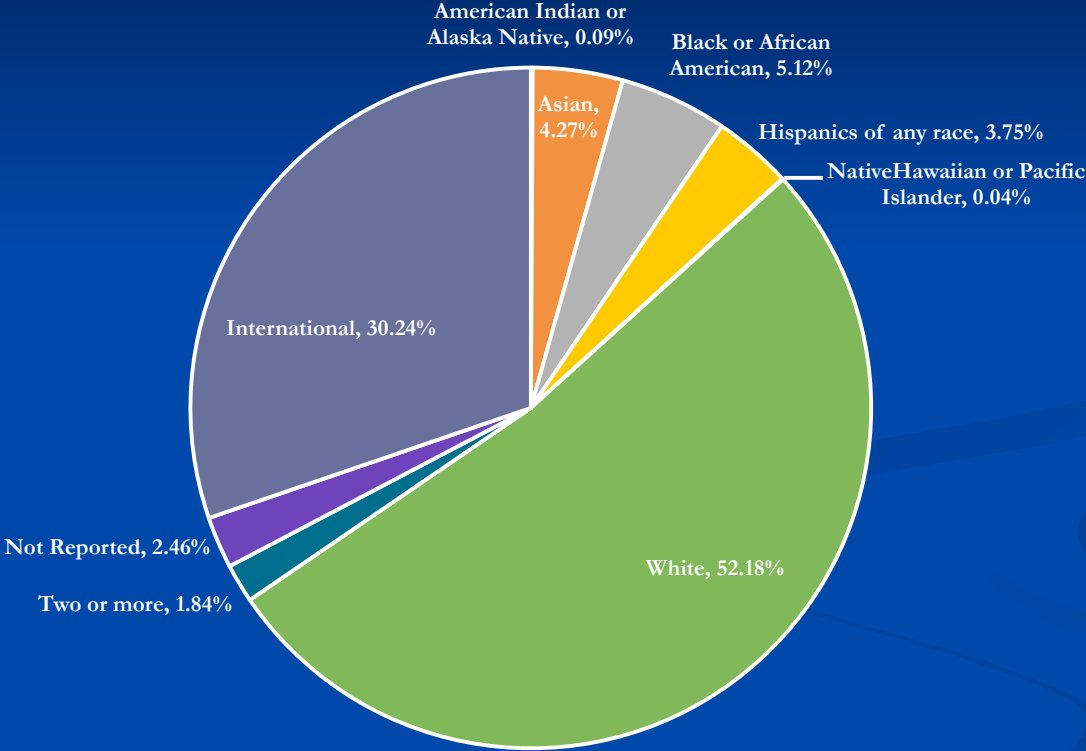
- Graduate Certificates – 46 official
- Master's (71) and Doctoral (54) degrees in 75 academic fields including interdisciplinary
PhD and EdD
EdS
MA and MS
MACIS, MEng, MArch, MBA, MFA, MAEd,
MPIA, MPA, MPH, MLA, MIT, MEA, MNR,
MURPL, MF

+ post baccalaureate DVM

VT Graduate School demographics - ~7000

- 71% in Blacksburg
- 29% part time students at extended campuses & Blacksburg
- 46% doctoral students
- 30% international graduate students representing ~100 countries
- 21% of total university enrollment are graduate students

Race of Total Enrollment Fall 2015



Note: Race and ethnicity data is voluntarily reported by Domestic Students and is not available for International Students.

VT Graduate Life Center: Unique space & place



Residences

Academic, Cultural & Social Programs

Graduate Student Organizations Offices

Graduate School Offices

GLC Plaza, amphitheater and cafe

Transformative Graduate Education

Preparing Future Professoriate (PFP)

Career Professional (PFPro)

Graduate Education Development
Institute (GEDI)

Knowledge

Scholarly Inquiry

Citizen Scholar Engagement (CSE)
Citizen Scholars

Leadership

Responsibility

Communication Science & Public
Engagement

Technology, diversity, interdisciplinary,
ethics, & global

Graduate School - core responsibilities

recruitment and retention

inclusion and diversity

admissions & academic progress

immigration services

student affairs and support services

Graduate School - core responsibilities PLUS

alumni and donor relations

communication and social media

assessment and data visualization

digital enhancements and technology

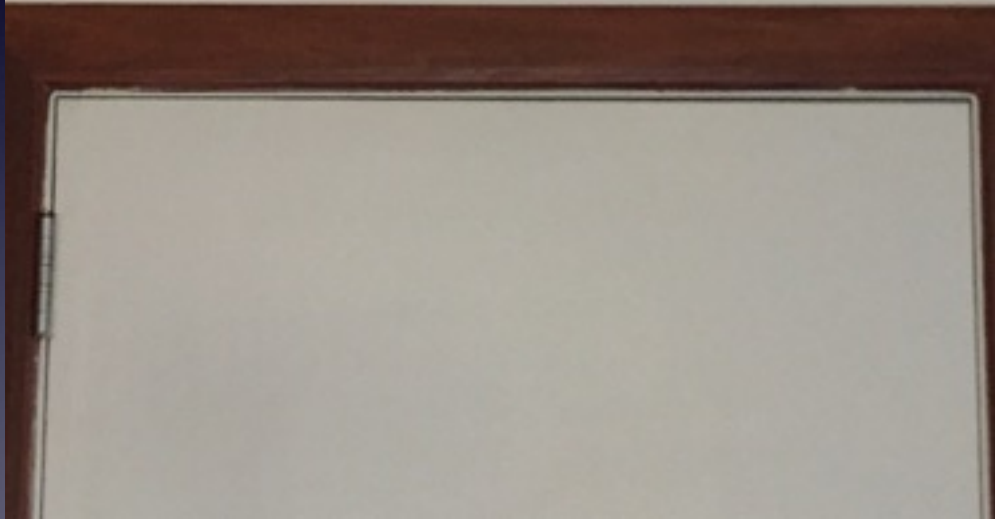
Crisis communication: physical threat (incl psychological threat)

- Mass shooting at VT - April 2007
- “Murder in the GLC”
- Bias and hate incidents
- Disasters response (campus and beyond)
- On campus incidents (fire, outages, building closures)
- Protests and demonstrations
- Harassment
- Sexual violence

Lessons learned & best practices

- Official channels for communication
- Message boards
- Wording of messages
- Culture of care (e.g., GLC cares)
- Social media connections already
- Threat assessment team

9:58 am
Dec 05, 2016



Letters of Love to Syria

Friday, Dec 2, 1:30-3:30pm, GLC Lobby

Write a short note of support, love, and holiday greeting to the people displaced by violence in Syria. Photos of you and your message will be taken and posted to the Letters of Love Facebook Page, where they will be translated, printed, and sent to refugees. Warm drinks and cookies will be provided. Contact Natalie at natpat@vt.edu for more information.

Weekly Forecast



Twitter



how wonderful. congrats.
[@VTGradCommunity](#) [@GPPVT](#)
[@USFQ_Ecuador](#)

Date & Time

Today is 12/05/2016 the time
is 09:59

9:26 AM

Tweet



Karen DePauw

@kpdepauw



As Grad dean, please know that everyone is welcome & is to be respected at VT. You are impt to
[@VTGradCommunity](#) [@VTGSA](#) [@VT_ORDI](#)
[@VTSandsman](#)

11/9/16, 8:04 AM

VIEW TWEET ACTIVITY

31 RETWEETS 93 LIKES



Monty Abbas @Montasir_Abbas · 11/10/16

[@kpdepauw](#) [@VTGradCommunity](#) [@VTGSA](#) [@VT_ORDI](#)

[@VTSandsman](#) Let's go! DePauw! Thanks for affirming the Spirit of the Hokies



Message from the Dean

connection, shared community and personal

Guiding questions for crisis communication plan

- What do I want to communicate? Content and messages? Appropriate wording of messages?
- To whom do I need to communicate? To whom do I want to communicate? Who are the constituencies and audiences for the messages?
- Which media are best for which message and audience(s)? How to connect across platforms?
- When to communicate? How often to communicate? How much to communicate?
- How to coordinate with official University communication strategy? When and what not to communicate?

Guiding questions for crisis communication plan

- What do I want to communicate? Content and messages? Appropriate wording of messages?
 - information and updates
 - directions and instructions
 - general message of caution, urgency, alert
 - general message regarding personal reaction - calm
 - wording is important - “murder” in GLC, women should take caution
 - and more

Guiding questions for crisis communication plan

- To whom do I need to communicate? To whom do I want to communicate? Who are the constituencies and audiences for the messages?
- All graduate students? location specific - on campus and off campus students?
- GTAs? GRAs?
- Cultural groupings of graduate students
- Graduate program directors, departments, faculty?
- Public and community; families
- Graduate School staff
- and more

Guiding questions for crisis communication plan

- Which media are best for which message and audience(s)? How to connect across platforms?
- social media platforms (text messages, twitter, facebook, etc.) for audiences
- similar message across platforms
- timing of messages
- resources and availability

Guiding questions for crisis communication plan

- When to communicate? How often to communicate?
How much to communicate?
- timing of messages? immediately? after University response?
- information updates?
- further instructions?
- resolution and next steps
- enough information but perhaps not all info
- more

Guiding questions for crisis communication plan

- How to coordinate with official University communication strategy? When and what not to communicate?
- take lead from official University; simultaneous, complimentary and sequential messaging
- appoint liaison and develop communication strategy
- avoid conflicting statements or messages
- design message for graduate education audiences

Examples of media

- Email notification
- Text and phone messages
- Twitter
- Facebook
- Website
- and more?



OSU Emergency Mngmnt

@OSU_EMFP



**Buckeye Alert: Active Shooter on campus. Run Hide Fight.
Watts Hall. 19th and College.**

9:56 AM - 28 Nov 2016



19,135



9,030

11:51am:

Buckeye alert: Our top priority remains the safety and security of our campus community. Our thoughts and prayers are with those injured and their families. More info: emergency.osu.edu.

OSU.EDU

Help buckeyelink Map Find People Webmail

Search Ohio State



THE OHIO STATE UNIVERSITY

Buckeyes
Give



OSU Emergency Mngmnt
@OSU_EMFP

Follow

Buckeye Alert: Continue to shelter in place. Avoid area of College. More information to follow.

10:02 AM - 28 Nov 2016

↩️ ↻ 2,970 ❤️ 1,352

Around 11:30 a.m. the university sent an alert telling students that the scene was secure and that classes on the Columbus campus had been canceled, according to the [OSU Department of Public Safety](#).

11:10am:

Buckeye alert: Continue to shelter in place, avoid area of college: emergency.osu.edu #.

10:02 a.m.

Buckeye Alert: Continue to shelter in place. Avoid area of College. More information to follow.

9:56 a.m.

Buckeye Alert: Active Shooter on campus. Run Hide Fight. Watts Hall. 19th and College.

9:55 a.m.

Buckeye Alert! Emergency on Columbus campus: More info soon. Shelter in place / be observant / take action as needed.

Public Safety responding.

Emergency related information will be posted on this page and can also be found on Twitter via [@OSU_EMFP](https://twitter.com/OSU_EMFP) #.

3:09 p.m.:

UPDATE: All buildings EXCEPT Student Academic Services are open to retrieve personal items. 19th Ave still closed. Use 18th or Woodruff for building access.

All CABS routes, except the North Express, are now providing service with modified routes as follows.

- The East Residential and Med Center Express have resumed their regular routes.
- The Campus Loop North and Campus Loop South will not use Woodruff Ave. and College Rd., but will instead use Tuttle to Glenn Ave.
- Buckeye Village will only be providing service between RPAC and Buckeye Village.
- There is no North Express service at this time.

Media Advisory: 4 p.m. Briefing Monday, November 28

The Ohio State University will hold a second media briefing at 4 p.m. Eastern Time in the Ross Heart Hospital auditorium, 452 W. 10th Ave. Media can park in the Safe Auto garage adjacent to the hospital.

[Home](#) | [Resources](#) | **[Campus Status](#)**

Student Life's Counseling and Consultation Service and Ohio State's faculty and staff Employee Assistance Program (EAP) is providing emergency support for students, faculty and staff in the following locations on Monday, November 28:

For Students:

B145 Recreational and Physical Activity Center

Ohio Union Performance Hall

Younkin Success Center - fourth floor

1030 Lincoln Tower

After hours, call [614-292-5766](tel:614-292-5766)

When do I start? Now

Crisis communication plan

- culture of care
- when to communicate
- content and messages, wording
- audience(s) and constituencies
- connect across platforms
- assessment and impact

Message from the Dean

connection, shared community and personal

Thriving in Graduate School

Thriving has not been the typical term used to describe the graduate education experience; rather "surviving" has been the term associated with earning a graduate degree. But now it is time to question this existing paradigm and move from surviving to thriving through the implementation of affirming, and yet still challenging, environments for advanced learning and research. High expectations and quality standards can be and should be maintained but the academic bullying (subtle or overt) and questionable professional behaviors must be eliminated.

Original blog post to Graduate School blog

ABOUT THE GRADUATE SCHOOL NEWS BLOG

THRIVING, NOT JUST SURVIVING, IN GRADUATE SCHOOL


© DECEMBER 14, 2015 ▲ CATHY GRIMES ● LEAVE A COMMENT



Dean Karen P. DePauw posts regularly about issues related to graduate education on her blog, [Transforming Graduate Education](#). Recent posts have looked at academic bullying, interdisciplinary thinking, vulnerability and expectations of graduate education. Her latest

Tips for thriving in Grad School

Virginia Tech Vice President and Dean for Graduate Education Karen P. DePauw shares tips on how to thrive (not just survive) in graduate school.

by  Cathy Grimes 2 months ago 180 Views



The screenshot shows a Twitter thread with the following content:

- Top** | Live | Accounts | Photos | Videos | More options
- Karen DePauw** (@kdpauw) · May 10
Thriving in GradSchool tip What I've Learned From Owning a Dog During Grad School | GradHacker <https://www.know.com/1rQn1a8> @vtgradcommunity
- Karen DePauw** (@kdpauw) · Apr 15
Thriving in GradSchool Tip#31 (thx @countool) Hard to thrive without a mentor. Find at least one, maybe more than one @VTGradCommunity
- Karen DePauw** (@kdpauw) · Apr 15
Thriving in GradSchool Tip#30 (last one) Change rhetoric & reality fr surviving to thriving-shared responsibility pls join @VTGradCommunity
- Karen DePauw** (@kdpauw) · Apr 15
Thriving in GradSchool Tip#29 Learning thru active listening & observing. Also look for unobvious @VTGradCommunity

Seeing the unobvious: Fed Ex and other visuals
In higher education, we are taught to find meaning and to make sense of "our world". We work with data (although described differently by different disciplines)....

When do I start? Now

Guiding questions in building a crisis communication plan:

- What do I want to communicate? Content and messages? Appropriate wording of messages?
- To whom do I need to communicate? To whom do I want to communicate? Who are the constituencies and audiences for the messages?
- Which media are best for which message and audience(s)? How to connect across platforms?
- When to communicate? How often to communicate? How much to communicate?
- How to coordinate with official University communication strategy? When and what not to communicate?

Crisis communication: physical threat

- Ongoing incident; “active shooter”
- Bias and hate incidents
- Disasters response (campus, national, international)
- On campus incidents (fire, outages, building closures)
- Other

Q&A - Table Discussion