

 <p>Confederation COLLEGE</p> <p>COLLEGE PRACTICE</p>	Number: 2-3-02	# of Pages: 4
	Originator:	Marketing, Communications and External Relations
	Approved By:	President
	Replaces:	2010
	Effective Date:	13-05-14
Communication Policy and Procedure in Case of Emergency		

1 Principles:

In the interest of maintaining the positive image of Confederation College, it is important that the school is projected in a manner in keeping with the brand. Confederation College's relationship and brand in the community is affected in large part by media exposure. In the case of emergency situations, it is imperative that the positive image of Confederation College, its employees and its students be maintained. All employees and students share in contributing to good media relations; however, it is important that consistent protocols and procedures are followed.

2 STANDARD PRACTICE:

The definition of an emergency is in accordance with and as outlined in the Emergency Plan and Policy. Any emergency should be relayed to the Executive Director, Advancement and Communications as soon as possible, day or night.

If such accidents or incidents call for the intervention of municipal police or fire departments, the personnel in charge of the respective forces will assume directional control of the situation and depending on the circumstances and the severity of the incident, may assume authoritative control in regard to the handling of news media, responding to news media queries and the issuance of formal statements. In such an event, the Executive Director, Advancement and Communications will maintain close liaison with those authorities, College officials and the President's Office in respect to dealing with news media and the release of information.

In the event of an emergency classified as enhanced or critical, and in accordance with the dispatch of the Colleges Emergency Core Group, the Executive Director, Advancement and Communications will assume all responsibility for the internal and external communications and, in co-operation with outside authorities, will recommend the development of tools and tactics to the President and Senior Team.

Depending on the nature and duration of the crisis at the main campus, the Emergency Core Group may establish an Emergency Operations Centre. A corresponding media centre will be designated within the Shuniah building and in close proximity to the Emergency Operations Centre. This area will serve as a collection space for media, interview space, media conference centre and hub for public media activity. In the event the media centre cannot be located within the Shuniah building due to restricted access, the media centre will be relocated to the following, in alignment with the Emergency Operations Centre: a) the Dorion Building or b) the McIntyre Building or if the main campus is unavailable for public access, c) ACE.

The official source of internal communication will be the Staff News Page of the Web Site. The official source of external communication will be the Web Site home page and external news media as well as social media networks such as Face book and Twitter.

3. **POLICY:**

The official spokesperson for an enhanced or critical emergency is the President or designate or the Executive Director, Advancement and Communications as determined by the Emergency Core Group. The Executive Director, Advancement and Communications, or designated alternate, will have the sole authority to disseminate information to the media and the public with general direction of the President of the College or the College Emergency Core Group.

Although the spokesperson is designated, employees could be approached by media and should be reminded that it is the job of news reporters to obtain eye-witness accounts of major accidents. In answering questions posted by news reporters, College employees should exercise judgment and be careful not to speculate on such matters as cause of accident, numbers involved, extent of injuries, assessment of financial loss, or reveal the names of people involved.

When an employee is contacted by a representative of the media who leaves a message or contacts the employee directly, the employee should exercise judgment in representing the college according to the college's official position and direct the inquiry to the Executive Director, Advancement and Communications.

In the event of an on –campus accident resulting in injury or loss of life to personnel, it is important that the names not be given to the media or other general public sources until the next of kin have been officially notified. For this reason, it is important that the Executive Director, Advancement and Communications be notified and all media or public inquiries be directed to this office and that the dissemination of information comes from the same.

At no time during an enhanced or critical emergency will media be allowed on site unsupervised. The use of still and video cameras, recording equipment etc. must be pre-approved by the Executive Director, Advancement and Communications and in accordance with the Media Philosophy, Standard Practice and Policy.

4. **DEFINITION OF AN EMERGENCY:**

The *Emergency Policy of Confederation College* defines an emergency as an occurrence which:

- harms, or threatens to harm, members of the College community, College property, and/or College services and may harm, or threaten to harm, the reputation of the College,
- may originate on or off all campus locations, and
- may or may not fall within the capacity of the College and/or Municipalities to address using routine internal and external resources

5. **SEVERITY CLASSES:**

The *Emergency Plan of Confederation College* outlines the following Severity Classes and Distinguishing Features;

Critical: fatality or permanently disabling injuries with long- term health care requirements; extreme material (facility/equipment) loss or damage; long- term (> 5 years) environmental damage; service delivery interrupted greater than 1 month; reputational damage* on provincial or national scale

Severe: significant illness or injury requiring urgent health care attention; significant material (facility/equipment) loss; medium- term (1- 5 years)

environmental damage; service delivery interrupted greater than 1 week and up to 1 month; reputational damage* on regional scale or municipal scale

Moderate: injury or illness requiring health care; moderate material (facility/equipment) loss; short- term environmental damage (1 month to 1 year); service delivery interrupted greater than 1 day and up to 1 week; reputational damage* at institutional scale

Minimal: minor injury or illness requiring minor first aid; slight material loss; environmental damage (several days to 1 month); service delivery interrupted three hours to 1 day; reputational damage at departmental or functional scale

Negligible: no/slight injury or illness; extremely minor material (facility/equipment) loss; extremely minor environmental damage that can be readily repaired; service delivery interrupted up to 3 hours; reputational damage* within department

**Reputational Damage: negative comments, feelings, behaviours which affect the College's ability to attract and/or retain students, funding, faculty/staff and/or result in enhanced attention of enforcement agencies such as Ministry of Labour, Ministry of the Environment, Workplace Safety & Insurance Board, Technical Standards & Safety Authority, Canadian Nuclear Safety Commission, etc.*

6. **COVERAGE:**

The Emergency Plan of the College covers the following areas:

- the main campus of Confederation College in Thunder Bay, including all buildings, grounds and waterways
- satellite operations (i.e. Children & Family Centre operations, the Learning Café; Shebandowan Air Base; other temporary, remote and international operations)
- the regional campuses

7. **EMERGENCY RESPONSE MANAGEMENT:**

In delivering emergency response functions, three levels of emergency management are recognized:

Routine Operations:

- emergency situations requiring routine response initiated by Public Safety, and possibly supported by external responders (fire, police, ambulance),
- accidents resulting in minor injuries, or illness, requiring first aid or health care
- minor thefts or vandalism
- minor fires or smoke event
- School closures due to inclement weather

Enhanced Operations:

- emergency situations that may require enhanced external response (fire, police, ambulance), supported by Public Safety, and possibly supported by College's Emergency Response Core Group, accidents resulting in a critical injury, requiring urgent health care and transportation to an emergency department
- a series of thefts of increasing value; criminal harassment of an employee by a spouse on college property

Critical Operations:

- emergency situations requiring enhanced external response, possibly with incident command structure, supported by Public Safety, with the support of the College's Emergency Response Core Group and/or Emergency Management Group.
- accidents resulting in multiple injuries, including critical injuries and/or fatalities
- hostage taking or active shooter on campus
- fire affecting a major portion of a building on campus
- a chemical spill or gas leak in the neighbourhood
- police searching for an offender in the neighbourhood