An outbreak of the Coronavirus Disease 2019 acute respiratory disease was first detected in Wuhan, China, in late 2019. As the disease is progressing rapidly, it is critical for Galveston College to establish clear lines of communications with its students, faculty and staff, as well as the Galveston College Board of Regents, the Galveston College Foundation Board of Directors, the media and the general public. The following procedures are provided to help the College communicate essential information to the campus community.

**Pandemic Health Crisis Plan**

According to the Texas Office of State Personnel Communicable Disease Emergency Policy, the State Health Director or the Governor has authority to declare a public health emergency. The Governor may close all schools, community colleges, universities, childcare and adult day care facilities and order that no public events shall be held where large numbers of people are gathered in one physical location. The Governor may also close all non-mandatory State services and order mandatory services to remain operational.

In the absence of such an order, the Chief/Incident Commander (College President) is responsible for the College. The President and/or designee may seek guidance from local/state Public Health officials to determine the severity of the individual situation and to determine what actions should be taken (including the closure of the College). In the absence of a directive from appropriate local/state health authorities, the authority to close the College resides with the College President or his/her designee.

Decisions will be made and implemented based on the best information available received from various entities, including county and state health officials, state and national authorities, and other advisories gathered during the emergency.

In the event of the declaration of a Public Health Emergency by the State, or, by agreement between Public Health officials and the College, the following social distancing actions may be taken, in accordance with Office of State Personnel Communicable Disease Policy:

— Requiring sick employees, or employees with sick family members, to remain at home until a physician has determined they (or their family member) are no longer contagious
— Increasing distance between people (5-6 feet)
— Decreasing the number of contacts
— Canceling public events or mass gatherings
— Suspension of classes
— Evacuation of residence halls
— Alternatives to face to face contact at work by requiring employees to fulfill their
responsibilities by: working at home, working at an alternate site, by working in shifts, or by being excluded from the workplace

**Emergency Communications**

**Key Spokespersons**

College President, Director of Public Affairs

**Internal Communication**

Galveston College will reach students, faculty, staff and boards through a combination of text alerts, telephone alerts, email messages, intranet postings, fliers and posters, telephone recordings, social media posts, a website situation room and FAQs.

**Key messages:**

- Communicate facts from authoritative resources (Centers for Disease Control and Prevention, World Health Organization, University of Texas Medical Branch) on how Coronavirus Disease 2019 is spread and how to avoid transmission/infection
- Articulate actions Galveston College is taking (focus on hygiene, social distancing, online instruction and student services, campus closure, Human Resources information, etc.)
- Provide assurance and motivation to students, faculty and staff

The process should provide opportunities for feedback from the college community.

**Strategies:**

- College Website: Galveston College will use the college website, GC.edu, to post up-to-date information about closings or delays or any emergency/urgent situation on campus. All members of the community should check the website regularly for updates. Coronavirus website: GC.edu/coronavirus
- Whitecaps Portal: Galveston College will post up-to-date information on the Whitecaps portal. All members of the campus community should check the Whitecaps portal regularly for updates.
- Social Media: Galveston College will post up-to-date information on all of the college’s social media sites such as Facebook, Twitter and Instagram.
- Text Message: Students, faculty and staff will receive regular communication via text message.
- Email Message: The campus community will receive regular email communiques/updates. Students, faculty and staff will receive regular messages with information from the college and the Centers for Disease Control and Prevention and the University of Texas Medical Branch.
• Telephone Message: Students, faculty and staff will receive regular communication via telephone message.
• Telephone Recording: The Galveston College emergency number will have a recorded response to provide information and instructions about closings or the current status of the campus.

Follow Up:
• Run reports on all channels of communication
• Develop after-action report

External Communication

Galveston College will provide timely and accurate information to the media and the general public.

Key Messages:
• Articulate actions Galveston College is taking (focus on hygiene, social distancing, online instruction and student services, campus closure, Human Resources information, etc.)

Strategies:
• Galveston College will provide timely and accurate information to all regional media through the development and distribution of news releases and public service announcements.
• The College will respond to all media requests for information in a timely manner.
• The College will seek opportunities to assist the media in telling human interest stories.
• The Director of Public Affairs will participate as a member of the regional emergency management communications consortium.
• Galveston College will share information for the general public on social media channels and in community blogs.

Follow Up:
• Monitor media activity through Meltwater account
• Develop after-action report and evaluation