

Policy: 1.08

College Emergency Communication

Purpose

To provide clear direction for College communications during an emergency.

Definitions

Emergency: an unstable, potentially dangerous, or confirmed dangerous event affecting Kansas City Kansas Community College (KCKCC).

Policy Statement

The Chief Marketing and Institutional Image Officer under the direction of the College President will be responsible for providing or managing communications between the College, media outlets, and other interested parties during an emergency. In the event of an emergency, employees are to defer statements and questions to the Chief Marketing and Institutional Image Officer or the President. Employees are not to provide individual statements or updates to the media. In a time of crisis, information must be organized, and messages presented in an orderly and clear manner.

Under the direction of the College President, the Chief Marketing and Institutional Image Officer coordinates the efforts of the Crisis Communication Team. The Crisis Communication Team is the conduit through which the College responds in the event of an emergency. This team is responsible for communicating facts and updates in a timely manner, providing relevant and accurate communication to those affected, and identifying those groups that should be informed of the situation. During an emergency, responses and communications with the College community, external community, and media goes through the Crisis Communication Team as overseen by the President, Chief Marketing and Institutional Image Officer or their designee.

Based on the type of emergency, the Crisis Communication Team may include:

- College President
- Chief Marketing and Institutional Image Officer
- President's Cabinet
- Chief of College Police
- Director of Facility Services
- Crisis Communication Team

Board Approved: 12/15/2020

Board Updated: 04/16/2024