

A04 CRISIS COMMUNICATION

This document is the parent policy for any College procedures. Questions regarding this policy are to be directed to the identified Policy Owner.

Category:	General
Policy Number:	A04
Approval Date:	June 9, 2020
Effective Date:	June 9, 2020
Policy Owner:	Vice President, Development and Strategy

Objective:	To govern how Olds College communicates to both internal and external stakeholders during a crisis or emergency.
Policy:	<p>In order to provide guidance during an emergency, the College maintains an Emergency Response Plan (ERP). Crisis communication procedures support the ERP by providing direction on how communications should be conducted during an emergency or crisis.</p> <p>Olds College is committed to providing timely, accurate and frequent messaging during an emergency or crisis with the understanding that how Olds College responds and communicates during an emergency or crisis has a direct impact on its reputation and brand.</p> <p>During a crisis or emergency, both internal and external messages must be strategically written, consistently delivered and approved at the appropriate levels.</p>
Definitions:	<p>Crisis: an event that prompts significant news coverage, social media publicity and public scrutiny that can negatively impact Olds College’s reputation, operations or financial stability. A crisis can occur as the result of a legal, management, advocacy, political, or public relations issue. There are two forms for crisis: sudden or smoldering.</p> <p>Emergency: an unexpected or dangerous event that requires a response from police, fire or ambulance.</p>

Related Information:	Emergency Response Plan
Related Procedures:	A04 Procedure
Review Period:	3 years
Revision History:	March 1986: Revision October 2016: Revision May 2020: Revision