



Shasta College

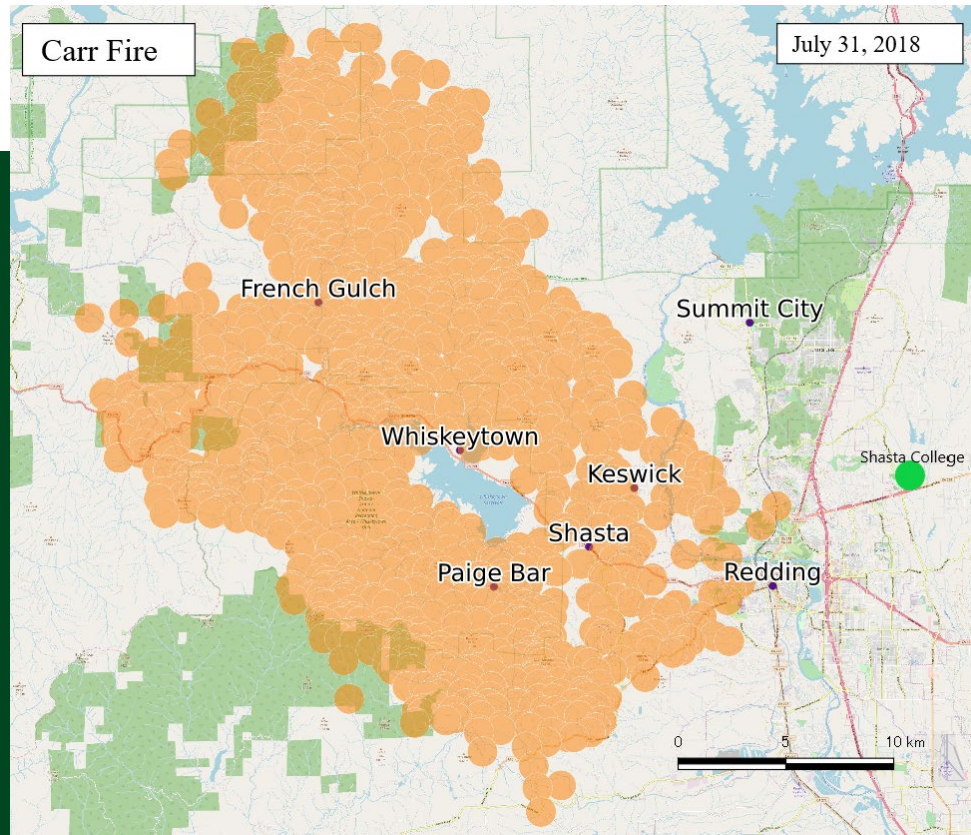
ACCCA Admin 101 – July 2020

Vision: Shasta College is a nationally recognized model community college engaging its communities through innovation in student learning and growth.

Background on Emergencies @ Shasta

- **My experience**
- **Pre July 2018**
- **Post July 2018**

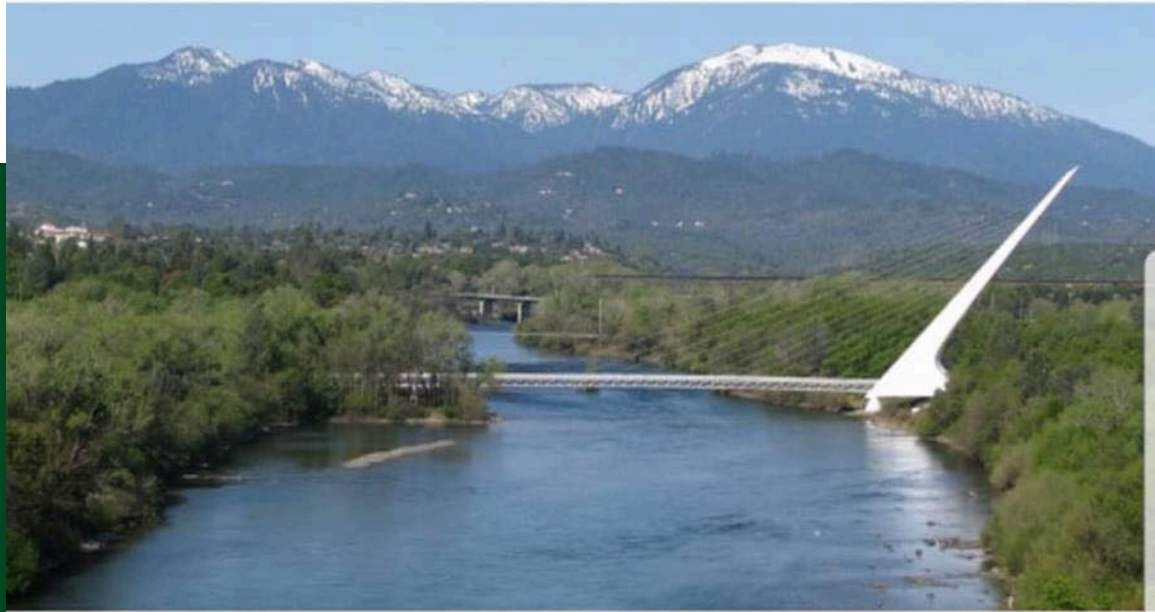
JULY 2018 CARR FIRE



1614 structures destroyed
229,651 acres burned

[Fire tornado video](#)

[Documentary](#)











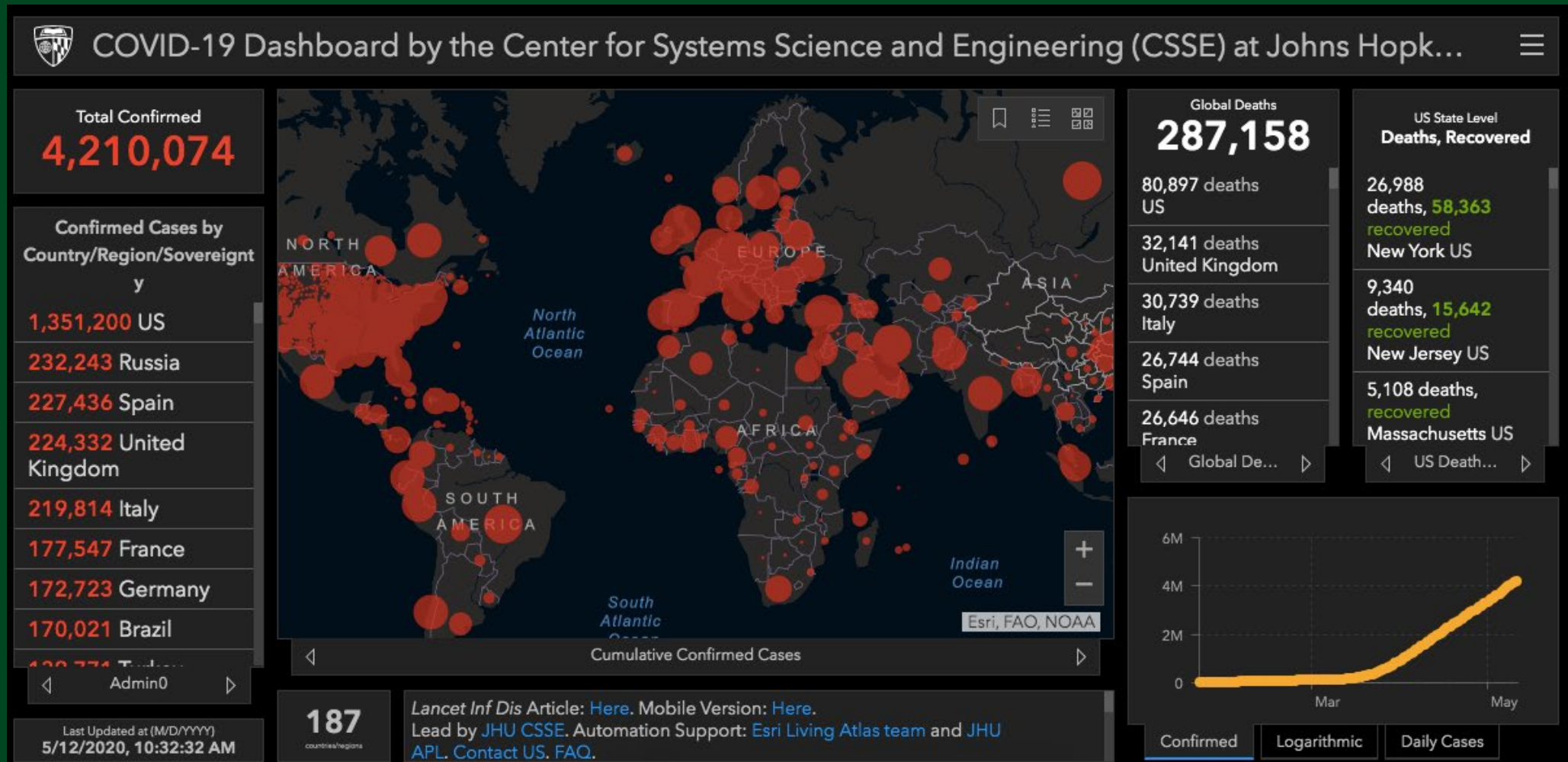
FEBRUARY 2019 SNOW



MAY 2019 GRADUATION



AND NOW...



Preparation is Key

Fortunate Timing:

Summer 2017 Emergency
Preparedness 2-Day Training

In fall of 2017, we adopted a 300+ page
emergency operations plan [EMERGENCY
OPERATIONS PLAN](#)

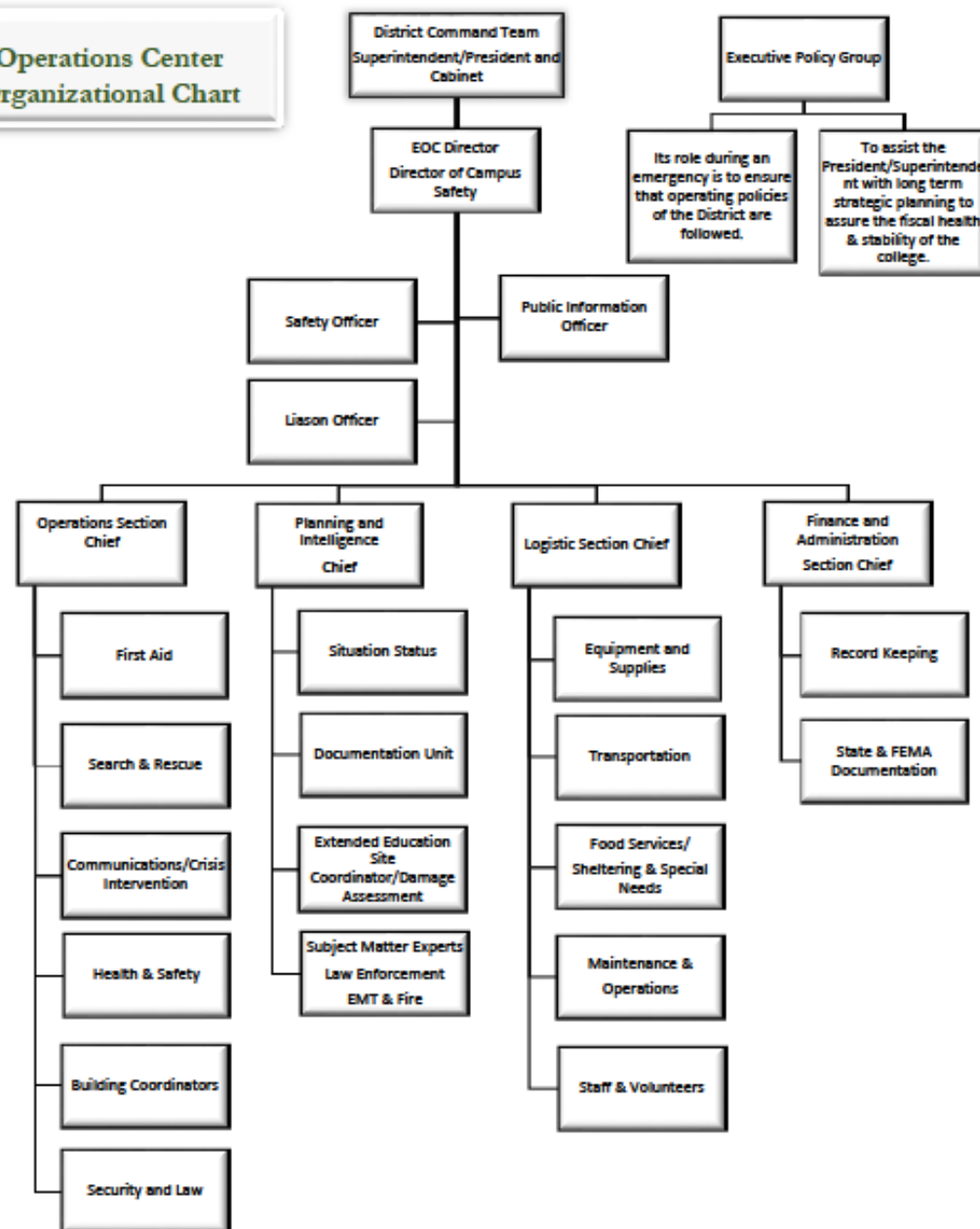
DATA & FACTS

The flow of information can be, and almost always is, overwhelming in an emergency situation – and continually changing, especially at the early stages

For example: COVID-19 – I have received no less than 2800 emails on this crisis since 2/26

Need a team in place to help digest/prioritize

**Operations Center
Organizational Chart**





COMMUNICATION

Do:

- 1. Centralize official communications**
- 2. Direct all media inquiries to PIO**

Don't:

- 1. Speculate when put on the spot**
- 2. Be afraid to say "I will look into that and get back to you"**
- 3. Expect to fully control social media (although you must try to correct/inform people through this medium)**

COMMUNICATION

Examples from current pandemic:

1. Board communications: daily email briefings for first 3 weeks, 3x a week for next few weeks, now twice a week
2. Policy core group: twice daily 30 minute meetings for first month, once daily 3x a week since then
3. Management Team: daily 30 minute briefings via zoom for first month, twice a week since

COMMUNICATION

4. Employees – A couple of communications a week, giving information, and official decisions being made (Spring moving to on-line, summer, fall being primarily on-line, remote work processes, etc.) – later in the emergency, a little more communication beyond key policy decisions

5. Students – similar to employee communication, often the same day, similar message, modified to fit the audience. Additional regular communications

COMMUNICATION

6. Community: Local reporting stories – interviews. Also communicate general updates via press releases, social media posts (including video posts).

Always assume all communications could be forwarded to the press, especially those to all staff and students.



STORIES/EXAMPLES

Developing trust with you colleagues is key.



FROM EARLY JUNE

To the Shasta College Community:

My message to you today is short and simple. We stand together with our hurting country. We support efforts at making continued, real change. We want to see Dr. Martin Luther King Jr.'s dream become reality. And soon. It has been too long. We want to see equal justice under law not just being an idea and a carving on the supreme court walls, but a reality. For those who are hurting and angry over George Floyd's death and other senseless acts of violence by those in authority, for those who identify with the fear many face because of race, we are with you. Shasta College WILL remain a force for positive change in our community. Shasta College MUST continue to be a leader in this effort. I ask us all to stand together for change.

Whatever progress we've made as a college community, we have more to do. I ask all our participatory committees and groups – from College Council, Student Senate and other clubs, Academic Senate, CSEA and the Faculty Association – to plan on ways in which we can partner together on next steps to continue to make change a reality, and not just an idea being discussed.



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QUESTIONS?