

# Washington State University Vancouver Communication Plan

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**Approvers:** WSU Vancouver Chancellor Mel Netzhammer, WSU Vancouver Department of Public Safety, WSU Vancouver Marketing and Communications Department

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## SYNOPSIS

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Washington State University Vancouver is planning several ways to communicate and meet the goal of transitioning to in-person classes on campus for the Spring 2021 semester as safely as possible. To do so, WSU Vancouver needs to ensure that all individuals returning to campus are either vaccinated for COVID-19 (at least a 90% vaccination rate) or are medically exempt and can provide a valid certification for it. Also, making sure to promote mask-wearing on campus for the first few months back on campus. Action steps include a multi-platform approach and WSU Vancouver town hall meetings.

This document includes the timeline and communication elements necessary to integrate the action steps above and meet the goal by the start of Spring semester 2021.

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## APPROVALS

WSU VANCOUVER CHANCELLOR  
DEPARTMENT OF PUBLIC SAFETY  
MARKETING AND COMMUNICATIONS DEPARTMENT

## AUDIENCE

WSU Vancouver Students, Faculty and Staff

## TIMELINE

Date	Audience	Action Plan	Responsible
Oct. 2	All	Vaccine Approved	
Oct. 7	Students, faculty, staff	Video Message + Website update + Text Message	Chancellor, Marcom, Department of Public Safety
Oct. 9	Students, Faculty, Staff	Send out Initial Email	Chancellor, WSU Vancouver Marcom
Oct. 12	Students,	Send out Infographic + Website update	WSU Vancouver Marcom, Department of Public Safety
Oct. 16	Faculty, Staff	Email Head of Departments	Chancellor
Oct. 19	Students, Faculty, Staff	Multi-platform: Promote Virtual Town Hall Meeting	Chancellor, ASWSUV
Oct. 22	Students, Faculty, Staff	Virtual Town Hall Meeting	Chancellor, Clark County health officer
Oct. 26	Students, Faculty, Staff	Email Update on Town Hall Meeting + Website update	Chancellor, ASWSUV
Nov. 16	Students, Faculty, Staff	Email: Promote Virtual Town Hall Meeting	Chancellor, ASWSUV
Nov. 19	Students, Faculty, Staff	Virtual Town Hall Meeting	Chancellor
Nov. 30	Students, Faculty, Staff	Email Update on Town Hall Meeting + Website update	Chancellor, ASWSUV
Nov. 30	Students	Text message	Department of Public Safety
Dec. 7	Students	Text message reminder	Department of Public Safety
Dec. 30	Students, Faculty, Staff	Email Update- Prepare for returning to campus	Chancellor, ASWSUV
Jan. 8	Students	Text message: Mask reminder	Department of Public Safety

## ACTIVITY 1: VIDEO MESSAGE FROM CHANCELLOR AND FOLLOW UP EMAIL

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Email Example:

*From:* WSU Vancouver Chancellor

*To:* Students, Faculty and Staff

*Subject:* Video Message from Chancellor Mel Netzhammer



WSU Vancouver Chancellor Mel Netzhammer has prepared a special video message for all students about the upcoming spring semester.

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*Excerpt:* Happy fall, VanCougs! As you may have heard, the COVID-19 vaccine is now available at local hospitals and drugstores and is free to all students. In response to this news, WSU Vancouver is planning to return to campus for in-person learning. However, to ensure that all students, faculty and staff return to campus in the safest way possible, all individuals returning to campus must be either be vaccinated for COVID-19 or medically exempt and can provide a valid certification for it. We look forward to seeing you face-to-face in the spring. We are so proud of you and so grateful for your flexibility and adaptability during these extraordinary times.

**Go Cougs!**

## ACTIVITY 1: VIDEO MESSAGE FROM CHANCELLOR AND FOLLOW UP EMAIL

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*Email Example:*

*From:* WSU Vancouver Chancellor

*To:* Students, Faculty and Staff

*Subject:* COVID-19 Campus Update



Dear Colleagues and Students,

By now, I hope you have seen the [video message <insert link>](#) I shared with you all explaining WSU Vancouver's plan to move back to in-person classes on campus for the spring 2021 semester in response to the recently approved COVID-19 vaccine.

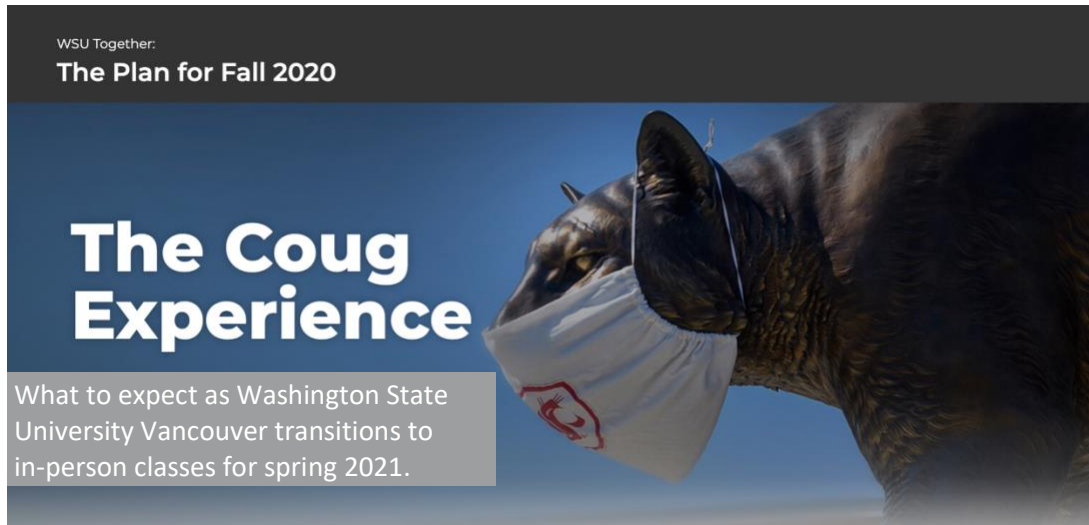
**Questions?**

Please read the [FAQs <insert link>](#) or contact [COVID-19.info@wsu.edu](mailto:COVID-19.info@wsu.edu).

## ACTIVITY 2: WEBSITE AND SOCIAL MEDIA

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Website Updates including COVID-19 resources, verifying vaccination status or exemption, town hall meetings, campus regulations, messages from the chancellor, etc.



### Social Media Calendar: October

Post on WSU Vancouver social media platforms. Encourage other WSU Vancouver affiliated social media pages to share such as ASWSUV and WSUV OSI.

<u>MON</u>	<u>TUES</u>	<u>WED</u>	<u>THURS</u>	<u>FRI</u>
			<u>1</u>	<u>2</u>
<u>5</u>	<u>6</u>	<u>7</u> IG, FB, LinkedIn, TW  Video Message	<u>8</u>	<u>9</u>
<u>12</u>	<u>13</u> IG, FB, LinkedIn, TW  Infographics	<u>14</u>	<u>15</u>	<u>16</u>
<u>19</u>	<u>20</u> IG, FB, LinkedIn, TW  Promote Town Hall	<u>21</u>	<u>22</u>  <u>Town Hall</u>	<u>23</u>
<u>26</u> IG, FB, LinkedIn, TW  Town Hall follow up	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>

### ACTIVITY 3: VIRTUAL TOWN HALLS AND EMAIL UPDATES

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WSU Vancouver Virtual Town Halls: One in October and one in November

Guest Speaker for October Town Hall: Clark County health officer

Among the topics to be discussed:

- WSU Vancouver COVID-19 regulation plans
- Addressing questions and concerns
- COVID-19 updates and the importance of herd immunity

Send out email updates following each town hall to keep everyone informed of WSU Vancouver's plans.

Email Example:

*From:* WSU Vancouver <no-reply@vancouver.wsu.edu>

*To:* Students, Faculty and Staff

*Subject:* COVID-19 Town Hall and Campus Updates

Thursday, October 22

## COVID-19 town hall

Get the latest updates

You are invited to join WSU's next interactive, online town hall focused on COVID-19 and the University's plans going forward.

You may [submit questions in advance](#). You may also ask questions during the event, which will be livestreamed on YouTube.

Thursday, October 22

4:00–5:00 p.m.

[Watch the town hall](#) on YouTube

SUBMIT QUESTION IN ADVANCE

## ACTIVITY 4: COORDINATE WITH HEAD OF ALL DEPARTMENTS

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### Email Example:

*From:* WSU Vancouver Chancellor

*To:* Students, Faculty and Staff

*Subject:* COVID-19 Campus Update



Dear Colleagues,

Hope you are all doing well! As you know, I recently sent out a video and email explaining WSU Vancouver's plan to move back to in-person classes on campus for the spring 2021 semester in response to the recently approved COVID-19 vaccine. We will be having town halls open to all students, faculty and staff this semester to address any questions or concerns.

I also wanted to connect with you all so we could coordinate class discussions on this topic within each department. The idea behind this is to collect feedback from students in terms of what their concerns and questions may be regarding the situation. I believe students may feel more inclined to discuss this in a smaller group.

### **Questions?**

Please read the [FAQs](#) <insert link> or contact [COVID-19.info@wsu.edu](mailto:COVID-19.info@wsu.edu).



## ACTIVITY 5: MAILED INFOGRAPHIC

Mail out infographics to students—put together by the Marketing and Communications department and the Department of Public Safety--that are concise and touch on the topic of herd immunity, stigma around COVID-19 and how new vaccines are monitored.

### Infographic Examples:

**VIRUSES DON'T DISCRIMINATE AND NEITHER SHOULD WE**  
**Coronavirus and Stigma**



**Coronavirus doesn't recognize race, nationality, or ethnicity.**  
2019 novel coronavirus was first identified in Wuhan, China. That's just geography. Having Chinese ancestry — or any other ancestry — does not make a person more vulnerable to this illness.



**Everyone deserves to feel safe, whether they wear a face covering or not.**  
Discrimination, harassment, racial profiling, violence, and other hate crimes for wearing or not wearing a face covering is against the law and should not be tolerated.



**You can interrupt stigma. Start by sharing accurate information.**  
Avoid spread misinformation. Stay informed through reputable, trusted sources:  

- Centers for Disease Control and Prevention
- Washington State Department of Health
- Clark County Public Health

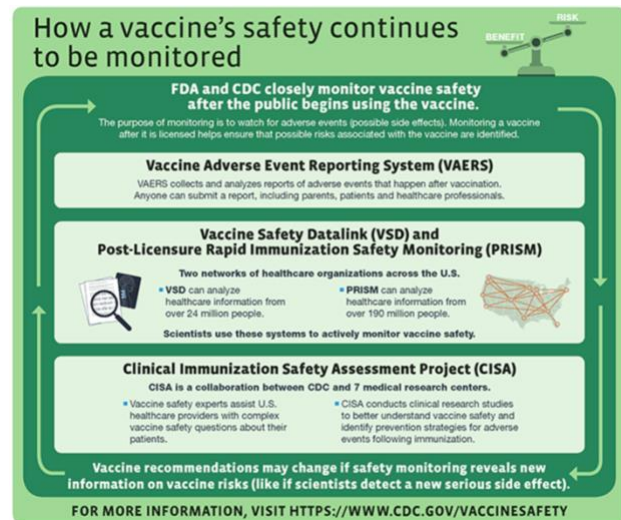


**Speak up if you hear, see, or read misinformation or harassing comments.**  
Gently correct the false information, and remind the speaker: prejudiced language and actions make us all less safe. If a serious harassment occurs, consider reporting it. [Find resources here:](https://doh.wa.gov/Emergencies/NovelCoronavirusOutbreak2020/COVID19/StigmaReduction)  
[doh.wa.gov/Emergencies/NovelCoronavirusOutbreak2020/COVID19/StigmaReduction](https://doh.wa.gov/Emergencies/NovelCoronavirusOutbreak2020/COVID19/StigmaReduction)



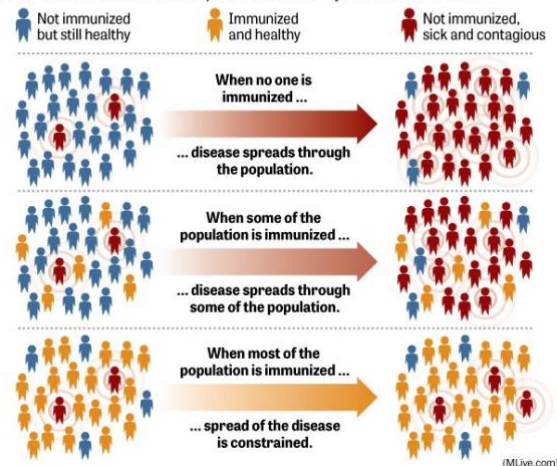
**Show compassion and support for those most closely impacted.**  
In schools and workplaces, create learning opportunities for students and staff that dispel racist and misinformed ideas. Listen to, acknowledge and, with permission, share the stories of people experiencing stigma, along with a message that bigotry is not acceptable in your community.

[clark.wa.gov/public-health](https://clark.wa.gov/public-health)  
 CLARK COUNTY WASHINGTON  
PUBLIC HEALTH  
4.17.20



### WHY DOES MY CHOICE MATTER TO OTHERS?

It matters because of the concept of "herd immunity." Here's how it works:



## ACTIVITY 6: TEXT MESSAGES

WSU Vancouver Department of Public Safety team will send reminder text messages throughout the months leading up to spring semester about:

- WSU Vancouver COVID-19 Updates
- Reminder to read messages from Chancellor
- Where students can get vaccinated
- Reminders to wear masks before spring semester starts





## **WSU Vancouver COVID-19 FAQs**

**What if I don't want to get a vaccine?**

**What if I don't have insurance?**

**Will it be safe to return to campus?**

**How do I verify my vaccination status?**

**What if I am medically exempt from receiving vaccinations?**

**What if I don't want to return to campus?**

**Will WSU Vancouver provide masks?**

**Will there be a limit on how many students can be in one classroom at a time?**