



COVID-19 / 2020 SITE COMMUNICATION PLAN

Updated 6.9.2020

GENERAL COMMUNICATION METHODS & MEANS

Whenever possible, more than one communication channel may be used.

EMAIL

- Used for non-time sensitive reminders
- Used to connect parents to new services
- Used for public announcements
- Examples: newsletters, reminders to approve text service use, on site news, opportunities, events, live feed links, registration issues

TEXT (SMS THROUGH *REMINDE*)*

- Used for essential communications to medium sized groups
- Used for parents who cannot be reached by phone
- Used for time sensitive information
- Invite must be accepted for this method, always use backup method
- Examples: weather cancellations, backup to emergency calls if parent cannot be reached, reminders for specific weeks of camp & important events, absences

PHONE

- Used for essential communications to individuals
- Used for time sensitive information
- Examples: Behavior problems, illness, injury, check in on students, individual student pick-ups, individual conferences

WEBSITE

- Used for general communication backup for group communication
- Used for resource or knowledge-based communication
- Used as resource base for common questions
- Examples: backup weather notices, COVID-19 Preparedness plan, Cancellations backup, available sessions, registration, common questions, FAQ, what to bring to camp, what is provided

SOCIAL MEDIA (FACEBOOK & INSTAGRAM)

- Used for items to be shared beyond community easily
- Examples: sharing photos and live videos of classes, Friday recognition

*Not yet in use



EXAMPLE COMMUNICATION SCENARIOS

GENERAL NEWS / UPDATES / REGISTRATION

- Email
- Text only if pertinent to specific week or camp e.g. tours, live sessions, awards

CONFIRMED CASE / CONTACT REPORTED

- Text all current attendees, workers/instructors
- Phone if direct exposure
- Email
 - all current attendees, workers/instructors
 - previous 2 weeks attendees, workers/instructors (if person suspected/confirmed was present)
 - include discovery date and instructions to quarantine

SUSPECTED CASE / STUDENT REMOVED WITH COVID-19 SYMPTOMS

- Text all current attendees, workers/instructors
- Phone if direct exposure
- Email
 - all current attendees, workers/instructors
 - previous 2 weeks attendees, workers/instructors (if person suspected/confirmed was present)
 - include discovery date and instructions to quarantine

WEATHER CANCELLATIONS / WEATHER NOTICES

- Text weather status
- Email if far enough in advance

BEHAVIOR REMOVAL / NON-COVID EMERGENCY / NON-EMERGENCY

- Phone call directly to numbers on file, leave voicemails if necessary
- Text if no pickup and phone list has been exhausted