

COVID-19 Recovery Communications

Key Message Communication – Employees August 13, 2020

Objective:

To provide key messages to assist employee who work in a front facing/service position with the information they need to answer questions about Selkirk College's responses to COVID19, the safe return to campus plans and the information for students studying in the fall 2020 semester.

Desired Outcomes:

- Inform employees on messaging and ongoing resources to stay informed.
- Assist in ensuring that common terminology is utilized across the college (to avoid and minimize confusion).
- Front facing employees read and review the key messages and understand the links and resources in order to assist/direct inquiries accordingly
- To achieve a unified approach in Selkirk College's response to COVID-19.

Key Messaging:

Health and Safety

- Safety for students, staff and the community is the number-one priority at Selkirk College. We have prepared for the fall semester with strict adherence to health and safety guidelines put forward by the Provincial Health Officer.
- We have published safety plans (Back to Campus Guidelines, Self Isolation Guide and **Mandatory Workplace Facemask Policy** on our website at <https://selkirk.ca/COVID-safe>
- Any visitors to campus that are not students or employees are required to complete the daily assessment prior to attending campus this is found at <https://selkirk.ca/COVID-screening>

Employee Resources and Safe Return to Campus

- Employee resources for return to campus, including the training material that must be reviewed by everyone is found at <https://selkirk.ca/employee-return-to-campus>
- Background information on our internal Recovery Planning and terms of reference for the Recovery Framework can be found at <https://my.selkirk.ca/staff/dept/covid-19/recoveryplanning/>

Student Information for Fall 2020

- All Student information is organized at <https://selkirk.ca/september-2020>
- Next steps for new students are published at <https://selkirk.ca/nextsteps>

STRATEGIC COMMUNICATIONS & PUBLIC RELATIONS



- Orientation to services and the annual Get Connected orientation for Students info is found at <https://selkirk.ca/get-connected>
- Specific Student FAQ are published here – including details on tuition and fees for Fall 2020 <https://selkirk.ca/future-students/covid-19-faqs-future-students>

Next steps:

Employees should:

- Continue to monitor internal communications for employees at <https://my.selkirk.ca/staff/dept/covid-19/> and published information on selkirk.ca at <https://selkirk.ca/news/information-regarding-covid-19>.
- Direct any requests for further information to these sites.
- Connect with supervisor with any concerns.
- Direct any media inquiries to Bob Hall at bhall@selkirk.ca.