Procedure Number: 18	**Effective Date: October 19, 2010**
Procedure Title: Crisis Communications Plan	**Revised: August 14, 2025**
Approval Date: October 19, 2010	**President's Signature: On File**

Section 1: Purpose and Scope

1.1 Purpose: To ensure timely, accurate, and transparent communication during emergencies or crises that impact the university community.

1.2 Scope: This plan applies to all types of crises, including natural disasters, public health emergencies, campus safety threats, and reputational issues.

Section 2: Objectives

- To provide accurate, factual, and timely information to students, employees and the public in crisis/time critical circumstances.
- To ensure that messages delivered during a crisis are consistent with the values and mission of West Liberty University.
- To ensure that official communications from West Liberty University are uninterrupted, regardless of circumstances.

Section 3: Procedures

3.1 Leadership & Authority: The university's designated Critical Incident Response Team will coordinate all messaging. The President or designee will serve as the primary spokesperson.

- Communication Channels: Information may be shared through multiple channels including:
- University website and emergency page
- Email and text alerts
- Social media platforms
- Local media outlets
- Campus signage and announcements

3.3 Activation: The plan is activated when a crisis is declared by university leadership or emergency personnel.

3.4 Key Actions

- Notify affected groups promptly
- Issue public statements as needed
- Coordinate with emergency services and internal departments
- Monitor media and social media for misinformation
- Provide regular updates until the crisis is resolved

3.5 Post-Crisis Review: After the crisis, the CIRT team will evaluate the communication response and update procedures as needed.