

ESF-15: University Relations

PURPOSE

ESF-15: University Relations generally coordinates communications and engagement with the university community, local community, general public, elected officials government agencies, and members of the media.

ESF-15 does not include the functions of emergency public warning and notification as outlined in ESF-16: Incident and Operational Communications. The Vice President of University Relations, Associate Vice President of University Relations and heads of Strategic Communications, Media Relations and News, and Social Media will coordinate with the Office of Emergency Management to develop clear and consistent messages and dissemination strategies.

CONCEPT OF OPERATIONS

Coordinating Unit: Cornell University's Division of University Relations

Strategic Communications has responsibility for development and implementation of university communications plans; development and publication of university statements and community-wide messages on university-owned platforms; and provides internal communications support to Cornell's academic and administrative units.

Media Relations and News serves as the university's liaison to local, regional, national and international media organizations, including development and dissemination of official statements to the media; provides external communications and media-related support to Cornell's academic and administrative units, and supports the dissemination of information to the general public through the university's official news platform, the Cornell Chronicle.

The Office of Community Relations, the Office of State Relations, and the Office of Federal Relations serve as the university's liaisons to the local, state, and federal elected officials and local and regional community leaders.

ESF ACTIONS

Strategic Communications

- Development of university statements and other incident related messages
- Development support for pre-scripting emergency and incident related messages
- Distribution of non-emergency messages and statements via:
 - Postings to Cornell and CUINFO web sites
 - E-mail distribution to the Cornell community
- Management of Cornell and CUINFO web sites

- Social media monitoring and response management
- Posting messages on official Cornell University social media accounts
- Incident notification to Cornell senior staff
- Coordination and collaboration with college and administrative unit communication directors

Media Relations and News

- Publicize non-emergency messages and statements in the Cornell Chronicle and share with external news media
- Coordinate response to media inquiries and act as university liaison to the news media
- Development and distribution of university statements, media advisories, and press releases to news media.
- Hosting and management of press conferences and media facilities

Brand Communications

- Photography coverage
- Photography and graphics support for Media Relations and News
- Web development support to create new sites, if necessary

Office of Community Relations, Office of State Relations, and Office of Federal Relations

- Serve as university liaison to government at the local, state, and federal levels
- Manage university communications with local, state, and federal officials and community leaders
- Coordinate campus visits by government officials and community leaders during events and incidents