COVID-19 Response Communication Plan NorthWest Arkansas Community College (NWACC)

Goals:

- Raise awareness among employees and students of NWACC's response to COVID-19 and new safety guidelines and procedures.
- Streamline the communication of accurate COVID-19 information and updates through the college's Public Relations Department and President's Office to inform and reduce confusion among college members.
- Raise community awareness on how NWACC is helping the community during the pandemic and a time of uncertainty.

Channels:

Website

 Created a coronavirus/COVID-19 landing page and related pages to funnel students/employees/public to updated information. Screenshot below.

Email

 Regular emails to students and employees about classes going remote, returning to campus, safety guidelines, reporting cases, etc. View examples below.

Print Materials

Signage around campus. Examples below.

Digital

- Social media posts. Examples below.
- Video on safety guidelines. Video link below.

Texts

Urgent information sent via text such as school closing, classes going remote, etc.

Media

- Press releases to media regarding NWACC's response to COVID-19 such as classes going remote, new safety guidelines, and returning to campus safely. Examples of press releases and news coverage is below.
- Pitched stories to media regarding NWACC's efforts to help the community during the
 pandemic. Stories included the college donating masks and ventilators and making cloth masks,
 testimonials from nursing students working the front lines, and the culinary school making
 meals for first responders. Link to video showing news coverage below.

COVID-19 Landing Page



🔏 / Administrative Services / Risk Management / Emergency Preparedness / Emergency Preparedness / Coronavirus

CORONAVIRUS (COVID-19)

View the following COVID-19 information to learn about NWACC's response and how to do your part to keep us #NWACCStrong.

NOTE: Be sure to also monitor your NWACC email to stay updated on NWACC's response to the COVID-19 (coronavirus).

COVID-19 INFORMATION

- Safety Guidelines Students, employees and visitors are encouraged to do their part to protect each other and keep us #NWACCStrong by getting vaccinated, wearing a face covering, washing hands and social distancing.
 - COVID-19 Vaccines View a listing of vaccine locations on the Arkansas Dept. of Health website. NOTE:
 Vaccinations are not required but encouraged.
- Face Coverings NWACC employees, students and visitors are not required to wear a face covering indoors in NWACC locations but are highly encouraged to wear them. Learn more about face coverings.
- Daily Checklist Before coming to campus, be sure to review the daily COVID-19 symptom checklist.
 - PPE for Departments If you are an employee in need of PPE, contact Shipping and Receiving at #4219 or email manderson28@nwacc.edu.
- COVID-19 Testing View a listing of testing sites in NWA at www.nwacouncil.org/testing.
 - View more information on obtaining at-home COVID-19 testing kits at www.covid.gov/tests.
 - $\circ~$ View instructions for taking a rapid at-home antigen COVID-19 test.

COVID-19 CASE REPORTING

If you have experienced ANY of the following:

- Symptoms related to COVID-19 and/or
- Tested positive for COVID-19

Please note: If your job or clinical rotation for your degree requires that you be exposed to those with COVID-19 (such as a join health care), and you wear the proper PPE, there's no need for you to report exposure to HR or Dean of Students.

DO NOT COME TO CAMPUS until you have been directed to do so by your instructor (if student) or supervisor (if employee).

If you are a student, please do the following:

• Email your instructor(s) to let them know you have experienced one (or more) of the items on the list above and cannot come to campus. Your instructors will provide information on next steps.

If you are an employee, please do the following:

• Report this information to your direct supervisor.

NOTE: The CDC has updated guidance for persons who are exposed to the virus. View CDC information on exposure.

EMAIL

Dear NWACC family,

Your health is NWACC's top priority. While no members of the college community have been diagnosed with COVID-19, the college continues to prepare for that potential while working to complete the current academic semester.

With this in mind, **NWACC** is suspending in-person classes effective Monday, March 16th through April 10th and will move to an all-online or other alternative method of course delivery. Prior to April 10th, NWACC will reassess the situation and notify the college community.

FACULTY/STUDENTS:

- March 16th April 10th: All NWACC courses will be offered online or through other alternative methods.
 Prior to April 10th, NWACC will reassess the situation and notify the college community.
- **Students:** Your faculty member will be in contact with you through Canvas and NWACC email regarding information on the alternative method of instruction.
- Student Services such as registration, enrollment and advising will continue to be available online.

STAFF:

- March 16th –29th: NWACC is asking employees to work online and remotely as much as possible, under the direction of their supervisor.
- March 16th -29th: NWACC will be closed for a deep cleaning of all of its facilities.
- March 30th: NWACC plans to resume normal operations for all non-faculty employees. Please return to NWACC to resume your in-person work responsibilities.

Please be sure to minimize unnecessary gatherings of groups of people at NWACC for the remainder of the semester. We understand that this move will create many challenges for everyone at NWACC.

The coming weeks will require a great deal of flexibility and understanding as NWACC works through this together. Please remain supportive, respectful and empathetic to one another as we move forward.

Be sure to monitor your NWACC email to stay updated on NWACC's response to the COVID-19 (coronavirus). Due to the fluidity of the situation, public relations email communications will reach employees and students the quickest. We will also update the college's website: www.nwacc.edu/coronavirus, as quickly as possible.

Thank you,



PR & Marketing Team
NorthWest Arkansas Community College

Good afternoon NWACC family,

NWACC's leadership and pandemic team have been working diligently on implementing and planning a measured and safe response to COVID-19 and its impact on our college and surrounding community. Please be assured, your safety and health are our priority.

This fall, NWACC plans to welcome students back to a safe campus and classes. NWACC will continue to update response plans based on gathered data, requirements and guidance given by the CDC and ADH, as well as government, health and education leaders.

The college is taking steps to protect students, employees and visitors. The following provides a brief overview of what to expect this fall, however as the situation changes, this information will be updated, and more details will be communicated by NWACC email and the college's coronavirus web page: www.nwacc.edu/coronavirus

Health and Safety

- Facilities and Operations: Physical modifications are being made to the college's buildings, including clear barriers, increased custodial cleaning, hand sanitizing stations, social distancing reminders and helpful COVID-19 related signage.
- Face Coverings: Employees, students and visitors are required to wear a face covering that covers the nose and mouth while in buildings owned and/or operated by the college. Please keep in mind that face coverings are not a substitute for social distancing, but to be used in addition to keeping space between others.
- Daily Health Screening/COVID-19 Checklist: Employees, students and visitors are asked to help protect others
 by completing their own daily health assessment before coming to NWACC. If you are feeling ill or running a
 fever, do not come to NWACC, rather, contact your medical provider.
- Reporting COVID-19 Diagnosis/Direct Exposure: Employees and students are to follow the below guidelines if you have been in direct contact with someone with COVID-19 or are diagnosed with COVID-19.
- Students: Please report this information to the Dean of Students Office at 479-619-4234 or 479-619-4237 or via email to deanofstudents@nwacc.edu
- Employees: Please report this information to Human Resources by email: hrhelp@nwacc.edu

Academics

- Safe and Flexible Class Options: This fall, NWACC plans to offer a variety of course options designed to offer students a high-quality education and a safe environment. Courses will be offered on campus, online at a scheduled time, and online anytime.
- On-Campus & Online Scheduled Time: Labs and technical courses will offer social distancing face-to-face
 instruction at a set time and on campus. Other courses will be offered through a hybrid approach which
 includes social distancing face-to-face instruction and online instruction via live streaming.
- Online Scheduled Time: Some courses will be offered to students remotely through a video conferencing
 tool at a scheduled time. The class will be streamed live and students will be able to ask questions and
 participate in discussions.
- Online Anytime: Many courses will be offered to students by online technology and not at a scheduled time. Instructors will be available to answer questions by email or other conferencing technology.
- Faculty Training: Faculty will be provided with additional training to plan and prepare for the transition to various instruction modes.
- **Support:** Student academic support services will be available online as well as on campus for the fall semester.

Be sure to monitor your NWACC email and www.nwacc.edu/coronavirus for further updates.

We look forward to welcoming you back to NWACC safely.

Thank you,

PR & Marketing Team NorthWest Arkansas Community College



Good afternoon NWACC family,

As a new school year approaches and more employees and students return to campus, please be aware of the updates to NWACC's response to COVID-19. For future reference, the following information can be found on the college's coronavirus website.

Face Coverings:

Beginning July 27th, 2021, NWACC will NO LONGER MANDATE members of the college community to wear a face covering on campus but will STILL ENCOURAGE it as one way to reduce the spread of COVID-19. This college-wide shift from a face covering requirement to an option is in response to Governor Hutchinson signing the SB 590 bill into law (Act 1002). From now through July 26th, NWACC college members will continue to be required to wear face coverings.

Vaccines:

COVID-19 vaccination is NOT REQUIRED of NWACC employees or students, but it is strongly ENOURAGED as a way to protect one another and support the safety of the campus learning environment and the larger community. Please be sure to respect any private medical decisions of your fellow college members, remain kind as you interact with those returning to campus, and DO NOT ask whether someone is vaccinated or not.

If you'd like to be vaccinated, you can go to a local pharmacy or to a vaccine clinic. Vaccine clinic locations can be found at www.nwacouncil.org/nwavaccines/.

Social Distancing:

Social distancing will continue to be encouraged among employees, students and guests to help reduce the spread of illness. Employees can help maintain social distance by having limited face-to-face meetings in larger rooms and utilize Microsoft Teams and phone meetings, as well as stagger break times and meal times.

COVID-19 Reporting:

Employees are to report COVID-19-like symptoms, exposure or diagnosis to COVIDhelp@nwacc.edu and students are to report COVID-19-like symptoms, exposure or diagnosis to deanofstudents@nwacc.edu.

#NWACCStrong:

To encourage NWACC employees and students to do their part to reduce the spread of COVID-19 and protect one another, the college's Marketing/PR team is rolling out an awareness campaign called #NWACCStrong. You'll soon see the hashtag, campus signage, website updates and graphics for employees to use in email signatures and Teams backgrounds – all in an effort to encourage each other to do our part and remain #NWACCStrong this school year.

Thank you,

PR & Marketing Team

NorthWest Arkansas Community College

www.nwacc.edu/coronavirus



NWACC COVID-19 DAILY CHECKLIST

PLEASE review this checklist every day BEFORE coming to NWACC.

IF YOU HAVE ANY of the following, stay HOME, notify your instructors or supervisor, and contact your medical provider.

If you you've been in direct contact with someone with COVID-19 or are diagnosed with COVID-19:

- Students: Contact the Dean Of Students Office at deanofstudents@nwacc.edu
- Employees: Contact Human Resources at covidhelp@nwacc.edu
- A fever (a temperature above 99.5 F)
- A (new) cough
- Shortness of breath
- · Muscle aches or chills
- Sore throat
- · Diarrhea / vomiting

- · New loss of taste or smell
- You or anyone you have been in close contact with has been diagnosed with COVID-19 or placed on quarantine
- You have been asked to self-isolate or quarantine by a medical professional or local public health official

Thank you for keeping our college safe!



NWACC Encourages You to do Your Part to Stop the Spread of COVID-19 View the many ways to protect yourself, loved ones and college members.





NWACC Encourages
Students, Employees
& Guests to Wear a
Face Covering.



DIGITAL

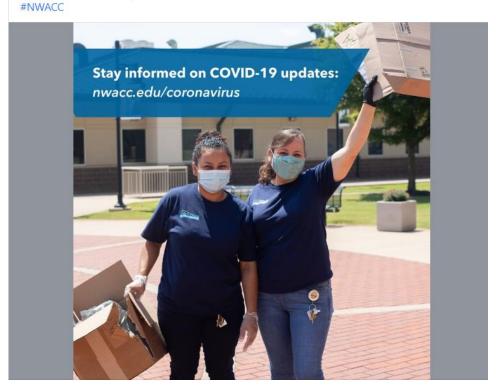
Social Media



NorthWest Arkansas Community College

September 29, 2020 · 3

Stay informed on the college's latest COVID-19 information such as returning to NWACC safely, accessing student services and resources, and how to report COVID-19 symptoms or diagnosis by visiting www.nwacc.edu/coronavirus.







NWACC has partnered with the NWA Council, Community Clinic and the region's health care systems to provide a vaccine clinic for all NWACC students, employees, your family members (age 5 or older), as well as the general public on Friday, December 10th from 11 AM – 1 PM.

NWACC VACCINE CLINIC INFO:

This vaccine clinic will include:... See more



VIDEO



Video: https://www.youtube.com/watch?v=SLORXB3l3zw

MEDIA RELEASES & NEWS COVERAGE



FOR IMMEDIATE RELEASE

CONTACT:

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Associate Director of Communications
NorthWest Arkansas Community College
479-936-5143 | ekapsner@nwacc.edu

NWACC Suspends In-Person Classes, Moving to Online & Alternative Methods

Bentonville, Ark. (March 12, 2020) – NorthWest Arkansas Community College (NWACC) is suspending in-person classes effective Monday, March 16th through April 10th and will move to an all-online and other alternative method of course delivery. Prior to April 10th, NWACC will reassess the situation and notify the college community.

Important Information:

Faculty/Students:

- March 16th April 10th: All NWACC courses will be offered online or through other alternative methods.
 Prior to April 10th, NWACC will reassess the situation and notify the college community.
- Faculty members will be in contact with students through Canvas and NWACC email regarding information on the alternative method of instruction.
- Student Services such as registration, enrollment and advising will continue to be available online.

Staff:

- March 16th –29th: NWACC is asking employees to work online and remotely as much as possible, under the direction of their supervisor.
- March 16th –29th: NWACC will be closed for a deep cleaning of all of its facilities.
- March 30th: NWACC plans to resume normal operations for all non-faculty employees. Non-faculty employees will return to NWACC to resume in-person work responsibilities.

Students and employees are encouraged to monitor their NWACC email to stay updated on NWACC's response to the COVID-19 (coronavirus). NWACC will also continue to update

the college's website: www.nwacc.edu/coronavirus as quickly as possible.

About NorthWest Arkansas Community College (NWACC):

NWACC is an accredited, public two-year institution that serves and strengthens its surrounding communities by helping students maximize their potential and exceed expectations. With state-of-the-art facilities, NWACC provides excellent academic instruction, workforce training and personalized attention from highly respected faculty, staff and administrators. For more information about NWACC, visit www.nwacc.edu

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NWACC suspends in-person classes due to coronavirus threat

In-person classes will be suspended from March 16-April 10 and will move to an all-online and other alternative methods of course delivery.



Author: 5NEWS Web Staff

Published: 4:58 PM CDT March 12, 2020 Updated: 5:01 PM CDT March 12, 2020





BENTONVILLE, Ark. — Northwest Arkansas Community College has suspended in-person classes effective Monday (March 16) due to the threat of a coronavirus (COVID-19) outbreak.

In-person classes will be suspended from March 16-April 10 and will move to an all-online and other alternative methods of course delivery.

Prior to April 10, NWACC will reassess the situations and notify students and staff if anything changes.

Important Information:

Faculty/Students:

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FOR IMMEDIATE RELEASE

CONTACT:

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479-936-5143 | ekapsner@nwacc.edu

NWACC Donates 12,000 Masks and 9,100 Gloves to Assist Community During COVID-19 Pandemic

Bentonville, Ark. (March 20, 2020) – NorthWest Arkansas Community College (NWACC) Health Professions division is donating 12,000 masks and 9,100 pairs of gloves to the University of Arkansas for Medical Sciences (UAMS) Northwest in Fayetteville and Mercy Hospital Northwest Arkansas in Rogers.

UAMS and Mercy are in need of masks and gloves for their clinical personnel because of the countrywide shortage due to the COVID-19 pandemic.

NWACC's Health Professions keeps a large supply of gloves and masks on hand for training purposes. Students within the college's nursing, respiratory therapy, physical therapy assistant, EMT and paramedic programs are taught to use such supplies for safety reasons. NWACC staff were eager to help the NWA medical community by donating extra gloves and masks not being used by the college.

NWACC Interim Dean of Health Professions Jamin Snarr said the following regarding the donation,

"NWACC has always had a strong Health Professions vision. Its administration and faculty are dedicated to supporting our local community, including our health agencies which are vigorously keeping us safe and healthy. We are truly thankful for our hospitals, fire departments, and EMS agencies who are on the front line combating the coronavirus. Any way we can be of help, we are glad to do it. We are partners in this fight."

Snarr gathered and issued the gloves and masks at NWACC's Center for Health Professions building on its Bentonville campus. UAMS picked up approximately 10,000 masks and 2,500 pairs of gloves on March 20th. Mercy will pick up approximately 2,000 masks and 6,600 pairs of gloves on March 21st.

About NorthWest Arkansas Community College (NWACC):

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AROUND THE CORNER

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COMMUNITY

NWACC donates 12,000 masks and 9,100 gloves to UAMS and Mercy

UAMS and Mercy are in need of masks and gloves for their clinical personnel because of the countrywide shortage due to the COVID-19 pandemic.



Credit: NWAC

Author: 5NEWS Web Staff

Published: 7:42 PM CDT March 20, 2020 Updated: 7:42 PM CDT March 20, 2020





BENTONVILLE, Ark. — Northwest Arkansas Community College (NWACC) Health Professions division is donating 12,000 masks and 9,100 pairs of gloves to the University of Arkansas for Medical Sciences (UAMS) Northwest in Fayetteville and Mercy Hospital Northwest Arkansas in Rogers.

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FOR IMMEDIATE RELEASE

CONTACT:

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479-936-5143 | ekapsner@nwacc.edu

NWACC Plans for In-Person Classes in the Fall

Bentonville, Ark. (May 6, 2020) – NorthWest Arkansas Community College (NWACC) is making tentative plans to offer in-person classes in the fall, while implementing college-wide safety measures and having contingency plans on hand. Summer classes will continue to be offered online.

NWACC's pandemic team is diligently planning to phase employees back this summer and allowing students on campus in the fall. The college plans to offer students the option to choose from classes that include in-person instruction, a hybrid of in-person and online instruction, as well as online only instruction.

"We are cautiously optimistic that the fall semester will be able to launch with the normal face-to-face campus experience, but of course we will prioritize the health and well-being of our community when moving our plans forward," said NWACC President Dr. Evelyn E. Jorgenson.

Campus life will look different for students and employees this fall. Social distancing will be observed, hand washing and wearing a mask will be encouraged, hand sanitizer will be easily accessible, and college-wide disinfecting efforts will be increased, as well as other efforts that align with those recommended by the United States Centers for Disease Control and Prevention (CDC), World Health Organization (WHO) and the Arkansas Department of Health. The college is also creating contingency plans to be able to pivot quickly and adjust instruction delivery methods if necessary due to an outbreak of COVID-19.

Students and employees are encouraged to monitor their NWACC email to stay updated on NWACC's response to the COVID-19 (coronavirus). NWACC will also continue to update the college's website: www.nwacc.edu/coronavirus as quickly as possible.

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face-to-face services, classes

by: Justin Trobaugh Posted: May 10, 2021 / 02:27 PM CDT Updated: May 10, 2021 / 06:26 PM CDT

BENTONVILLE, Ark. (KNWA/KFTA) — Northwest Arkansas Community College says it is making plans for the return of the majority of employees to campus by June 14 in order to provide more face-to-face student services this summer and classes this fall.

"It's exciting to plan the return of our staff to campus to help students with their registration and plans for the fall semester," Vice President of Student Services Dr. Todd Kitchen said. "Although we feel we were able to successfully serve several students remotely, we recognize the need to be available to students face-to-face as some may not have regular access to technology, while others may need the kind of assurance and support that is best achieved by sitting down and having a conversation."

The school says beginning June 14, the college will have operational hours and staffing levels that accommodate more face-to-face student services while adhering to social distancing guidelines.

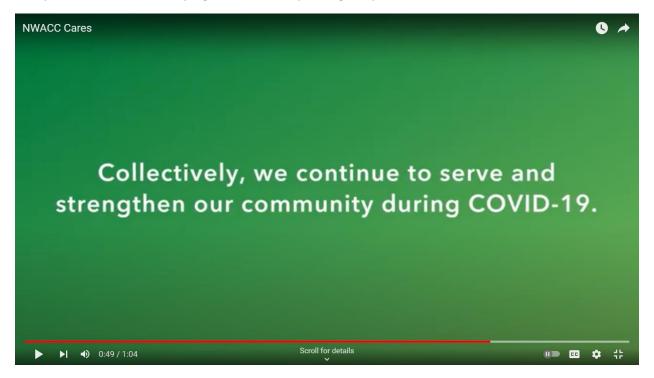
Students will be able to access more student services on the Bentonville campus and Washington County location, in addition to accessing them online. The services include admissions and registration, advising, financial aid, student records, Treasurer's Office, and Information Commons.

The school also says it plans to offer more face-to-face classes this fall, in addition to its current hybrid of face-to-face and online classes, as well as online-only class options.

NWACC says it will continue to prioritize COVID-19 safety guidelines, disinfecting efforts, and encouraging vaccination, face coverings, hand washing, and social distancing.

VIDEO

Recap on how NWACC is helping the community during the pandemic.



View video.