

THE CITADEL
The Military College of South Carolina
171 Moultrie Street
Charleston, South Carolina 29409

MEMORANDUM
NUMBER 7-005

17 March 2021

COMMUNICATION POLICY

1. PURPOSE

This policy outlines situations where the college notifies cadets, students, faculty, staff, Board of Visitors (BOV), and/or the public of significant events, including but not limited to emergencies.

2. REFERENCE

S.C. Code Ann. 59-154-10

3. DEFINITIONS

None

4. POLICY

A. Reporting of General Information

The Citadel's Office of Communications & Marketing (OCM) is responsible for The Citadel's media and public relations, publications, photographic services, marketing, web technology, and internal and external communications. Members of The Citadel community, including cadets, students, faculty, and staff, should report newsworthy items to OCM for publication internally or externally to news media and the general public. Any incident with potential for media interest should be reported to OCM for action as warranted. OCM works with news media, campus schools, departments, faculty, staff, cadets and students to provide information and promote understanding of The Citadel by external constituencies. OCM designs and maintains the College's strategic communications plan, oversees all College publications, and maintains the College's website. OCM is the official information source to news media, except for information concerning athletic matters.

B. Athletics Related Information to The Citadel Community and Public

The Citadel's Sports Information Department (SID) is responsible for The Citadel's media and public relations, publications, and internal and external communications concerning The Citadel's Department of Athletics. It is the official source of information regarding all athletic matters. SID works with the Department of Athletics, individual sports teams, and the news media to provide information and promote understanding of The Citadel's athletes and sports teams. SID designs, produces, and maintains the College's athletic marketing operations, athletics publications, and the Department of Athletics website.

C. Critical Information Communication to Campus Constituents - Timely Warnings and Emergency Notifications

The Citadel will notify cadets, students, faculty, staff and members of the Board of Visitors of events qualifying as “Timely Warnings” or “Emergency Notifications,” as described in 20 USC Section 1001, *et. seq.*, and accompanying regulations, in accordance with those authorities, Memorandum 2-27, and The Citadel’s Emergency Response Plan.

D. Information Reports to Board of Visitors (BOV)

1. The following will be reported to BOV members as soon as possible, regardless of time of day.

- a. Loss of life or serious injury on campus.
- b. Cadet or student death both on and off campus.*
- c. Major property malfunction (fire, flood, building failure, etc.) putting the campus community at risk.

2. The following will be reported to BOV members during normal duty hours. In exceptional cases, the President may elect to call or send immediate messages during off duty hours.

- a. Death* or hospitalization of a prominent Citadel individual (faculty or staff member, current or former President, notable alumnus or alumnae, spouse or close family member) or public official.
- b. Serious suicide attempt resulting in hospitalization.
- c. Arrest/incarceration of cadet, student, faculty or staff.
- d. Campus incidents involving racially motivated violence, racial discrimination, sexual harassment, sexual misconduct, Title IX violations, drug use or significantly irresponsible abuse of alcohol.
- e. Theft, fraud, malfeasance of a material amount.
- f. Positive or negative student or campus activity with perception-changing potential.
- g. Any lawsuit or administrative complaint filed against The Citadel, or any member of the faculty or staff.
- h. Significant government activity, i.e. the state budget and county legislative activity impacting The Citadel.

* In addition, Citadel campus officials will follow the Notification Structure at Annex A.

- i. Major news items of interest.
- j. Major campus events/activities.

5. COMPLIANCE

Failure to comply with this policy may result in delay or improper notification to the college community or outside agencies and other individuals.

6. NOTES

A. Dates of official enactment and amendments:

Approved by the Vice President for Communications and Marketing on 17 March 2021.

B. Responsible Department:

Communications and Marketing

C. Responsible Official:

Vice President for Communications and Marketing

D. Cross References:

Emergency Response Plan, The Citadel

E. RESCISSION

Policy Memorandum No. 7-005 dated 6 February 2014 is rescinded.

F. REVIEW

Review this policy on a bi-annual basis.

FOR THE PRESIDENT:

OFFICIAL:

xx/ John Dorrian
John Dorrian
Colonel, USAF Retired
Vice President for Communications and
Marketing

Attachment, Annex A

Annex A – Notification Procedure in the Event of Death
of a Cadet, Student, Faculty or Staff Member

- I. **In all cases**, the first Citadel employee, cadet, or student to learn of the death of a **Citadel Cadet or Student, Faculty or Staff Member, or Family Member** of a Faculty or Staff Member shall notify the **Office of Public Safety** (843-953-5114).
 - a. **Public Safety** shall immediately notify:
 1. The **South Carolina Law Enforcement Division** - for any death that occurs on **The Citadel Campus**, including the **McCormick Beach House** and **Johnson Hagood Stadium**
 2. The **President of The Citadel**
 3. The **Senior Vice President for Operations and Administration**
- II. In the event of the death of a **Cadet or Student**:
 - a. **Public Safety** shall notify
 1. The **Commandant of Cadets** (for cadets)
 2. The **Provost** (all other students)
 - b. **The Commandant of Cadets or Provost** (as applicable) shall notify
 1. **Director of the Counseling Center**
 2. **Director of Religious Activities**
 3. **The Citadel Physician** (Cadets)
 - c. **The Senior Vice President for Operations and Administration** notify:
 1. **Individual members of the Crisis Management Team** (if applicable)
 2. **Vice President for Communications and Marketing**
 3. **Safety and Risk Management Officer**
 4. **Board of Visitors** (directly or via General Counsel)
- III. In the event of the death of a **Faculty or Staff Member or Family Member**:
 - a. **Public Safety** shall notify
 1. The **Provost**
 2. **Assistant Vice President (AVP) for Human Resources**
 - b. **Provost or AVP for Human Resources** shall notify
 1. **Appropriate Vice President or Department Head**
 2. **Director of Religious Activities**
 - c. **Senior Vice President for Operations and Administration** shall notify:
 1. **Individual members of the Crisis Management Team** (as applicable)
 2. **Vice President for Communications and Marketing**
 3. **Safety and Risk Management Officer**
 4. **Board of Visitors** (directly or through General Counsel)
- IV. Additional responsibilities / notifications
 - a. The **Charleston County Coroner** will notify the Deceased's Next of Kin
 - b. The appropriate **Vice President or Assistant Vice President for Human Resources** will extend condolences in coordination with the **President**
 - c. **The Vice President for Communications and Marketing** may publish an announcement on The Citadel website, through The Citadel's appropriate social media outlets, and /or distributed to media outlets, on a case-by-case basis.