Crisis Communication Exercise #4 - Decreased Student Engagement with the Library

Directions

Your group has chosen to address the following crisis scenario: **Decreased student engagement with the library—Your library is finding it more and more difficult to engage students with programs, resources and services.**

Use this worksheet to develop a communication outline in response to your crisis. Consider the four critical aspects of a communication outline—**audience, message, delivery method and source**. The purpose of the exercise is to practice identifying the key elements of a crisis communication plan at the surface level, as well as how to develop a response when an urgent situation arises.

Crisis communication outline

Audience—Who are the stakeholders that need to be communicated with? Consider primary and secondary audiences. Students, and especially student leaders; administrators in the student services areas
Message—What tough questions should we prepare for and how will we respond? Do we want to attract students with improvements to our core activities (reference services, better circulation options) or with more razzle-dazzle - free hot chocolate, games, etc.? Do we “allow” space grabs from other areas to make sure students see the library as a place to go generally - IT help desk, tutoring center, etc. Strategically working with other areas to create spaces students want and need can be good for the library
Delivery Method—What communication tools will we use to deliver the information (face-to-face conversation, email, website, etc.)? Social media, signage

Source—Who should own the message? Who will speak on behalf of the library and continue to keep others in the loop? A space team as needed, director for sure