

# 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