



## WACAC Situation Response Plan September 2024

WACAC's Situation Response Plan reflects responses to situations requiring association attention, response, and/or action. Our Situation Response Team includes members of the Oversight Committee and Member Delegates acting as regional response coordinators.

For each situation, the Situation Response Team takes into consideration:

- **Objectives:** what is the overall goal?
- **Audiences:** members, nonmembers, students, other stakeholders?
- **Messages:** what are we trying to convey?
- **Timetable:** timeline and deadlines?
- **Budget/Skills:** do we have the fiscal and member resources to respond effectively?
- **Executive Board Support:** is board sign-off needed?
- **Motives:** would providing a statement/action/response be performative or substantive?

### Organizational Processes

Over the course of understanding how an issue unfolds, WACAC will take the following steps:

- Convene a meeting of the Oversight Committee when issues needing a response arise. Permanent members of the Committee include the President, President-Elect, Past President, Treasurer, Managing Director and Chairs of the College Fairs, Communications, Inclusion, Diversity, Equity and Access (IDEA), and Professional Development Committees. Other WACAC members may be added as needed.
- Discuss the complexities and sensitivities of the issue. Questions to consider:

Why does this matter to WACAC?

What is the connection to WACAC's mission and values?

What can WACAC do about it?

Of all possible responses we could have, what are the best options?

What are the advantages and disadvantages of responding?

WACAC uses [NACAC's Guiding Principles for Public Statements](#) to clarify what constitutes a situation of concern.

- Consult with **regional response coordinators** on potential local response activities. WACAC maintains regional response coordinators in Northern California, Southern California, Northern Nevada, and Southern Nevada. (See Appendix A)

- If WACAC decides to speak or act on the issue, the Presidential Trio, Managing Director, Communications Co-Chairs, and the Communications Coordinator will determine a message and dissemination strategy.

### **WACAC Media Platforms**

News from WACAC can be pushed to members and the public on the following platforms after review by the Situation Response Team:

- WACAC website (wacac.org)
- WACACConnection e-blasts
- WACAC Blog
- WACAC Social Media: X (formerly Twitter), Facebook, Instagram, LinkedIn
- NACAC Exchange, *Bulletin*

### **Best Practices For Member Institutions**

History suggests some best practices for postsecondary institutions in the event of a disruptive natural or man-made disaster. WACAC encourages member institutions to:

- Be flexible with relevant college admission or enrollment deadlines for students in the affected areas.
- Communicate with schools from the impacted area to provide the contact information of an individual on staff who can respond to questions related to the situation.
- Post guidance on gateway pages of admission and financial aid websites about how the institution will accommodate students affected by major events. New policies and procedures should be front-and-center; necessary forms should be easy to access.
- Provide guidance on how students can complete or make changes to FAFSA (or other pertinent paperwork) to let colleges know they have been affected by the events.



**WACAC Situation Response Team**  
**2024 – 2025**

Julio Mata, President  
Catalina Cifuentes, Past-President  
Karly Brockett, President-Elect  
Jim Whitaker, Treasurer

Deanna Kilgour, Managing Director  
Erin Kim, College Fairs Chair  
Sebatian Brown, Communications Co-Chair  
Caitlin James, Communications Co-Chair  
Dr. Maggie Landeros, IDEA Chair  
Ginger Jessop, Professional Development Co-Chair  
Megan Poston, Professional Development Co-Chair  
Rob Purper, Digital Media, Website and Communications Coordinator

Duanduan Hsieh, Northern California Response Coordinator  
Hillary Higgins, Southern California Response Coordinator  
Chuck Liddiard, Northern Nevada Response Coordinator  
Ryan “Pie” Pietranton, Southern Nevada Response Coordinator