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## COVID Strategy

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The slides following were part of a presentation done by the entire class in a Communication, Media & Rhetoric course taught by Dr. Rhea Walker. While the entire class worked on the project, only the named authors wished to be included in the journal publication.

This presentation describes a strategy for the University of Minnesota system to use in the occurrence of another pandemic, written by students who experienced the pandemic during their education in both college and high school.

# COVID strategy

# 1. Change management strategy

1. We weren't told anything
2. Info lost in long emails
3. False optimism
4. No updates on official website
5. Access to wifi iffy
6. One main plan for teachers, staff, and administration needed
7. Lack of tech literacy
8. Lack of educational environment

## continued

- Original plan didn't work well
- COVID-19 update page was a good idea but wasn't updated as often as it should've been
- Change method of comms. & what info is sent out
- Who is affected - staff, students, stakeholders
- When? - now, so we're prepared if something happens again
- Info can be found on update website, honest email updates, and communicating COVID info well
- Specify pandemic plan

## 2. Stakeholders

- Students, staff, parents are informed
- University is putting out info
- Fears - misinfo, uninformed
- No protocol, nobody knew what was going on
- Ensure teachers and students are capable of using zoom and stuff



## 3. Milestones

1. Return to classes in some form
2. Provide tech training and support w staff and students
3. Semester timeline plan shared w everyone
4. Provide resources (forum for concerns, wifi?)
5. Staggered move-out
6. Return to in-person instruction



## 4. Communicate

- Email info (main channel) accessible to everyone
  - Daily, related specifically to COVID and resources, put everyone on same level of knowledge
- Continue to use website so people not on email list can see it
- Send emails to organizations that work with university but aren't directly connected (sodexo, etc.)
- Communicate w donors to see if they can help students (find hotspots and stuff)
- Use social media to relay messages quickly Town relies on university and having students around, so communicate with town through newspaper or however else works
- Tell people when milestones are met so they're up to date on all that stuff



## 5. Training

- Mental health exercises, training on routine building, support system
- Wifi access, figure out blind spots in internet access, find spaces around campus for studying/meeting w wifi access
- Keep people at morris or at home (pick one?)
- Help teachers move lectures online and use video programs like zoom
- Professors tell university their plan
- Keep everyone on same programs (canvas)
  - Make workshops mandatory while being conscious of the additional workload we're giving professors



## 6. Feedback

- Crisis hotline where you can communicate your issues and get pointed to resources (or form on webpage or something)
- Have a one-stop-shop for feedback and stuff
- Weekly zoom forum thingy (separate for students, staff, etc) **BREAKOUT GROUPS??**
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