

<p style="text-align: center;">UConn MASS COMMUNICATIONS RUBRIC</p>	<i>Real or credible threat – imminent or extended duration – to life and safety that cannot be completely mitigated through direct intervention</i>	<i>Bias incident in written, verbal, or multimedia form that clearly targets a racial, gender, political, or religious group in the university community.</i>	<i>General crimes or incidents within the university community that do not involve imminent threats or bias but may have emotional effects on groups within the university</i>	<i>Events outside the immediate university community including disasters, terrorism, political developments, bias crimes, or observances that may affect the emotional well-being of members within the university community</i>	<i>Matters of academic freedom involving sensitive issues that may generate negative reaction on campus and adverse coverage in the media.</i>	<i>Non-sensitive information that is related to news people can use to conduct their jobs, studies, research, etc.</i>
<i>Who is the single point of accountability on determining the need and nature of a statement/response?</i>	Executive Policy Group	Diversity & Inclusion	University Communications	Situational ²	Provost	University Communications
<i>What additional groups are involved in the response conversation?</i>	<ul style="list-style-type: none"> • Emergency Operations Center • Joint Information Center • Appropriate affected area lead 	<ul style="list-style-type: none"> • University Communications • Public Safety • Provost • Student Affairs 	<ul style="list-style-type: none"> • Public Safety • Provost • Student Affairs • Appropriate affected area lead 	<ul style="list-style-type: none"> • University Communications • Provost • Student Affairs • Appropriate affected area lead • Diversity & Inclusion (if related) 	<ul style="list-style-type: none"> • University Communications • Appropriate academic unit • Research (if research based) 	<ul style="list-style-type: none"> • Public Safety • Appropriate affected area lead
<i>Question 1: Who is the audience we're trying to address and what is the goal sought with any potential communication?</i>						
<i>Question 2: Does this incident have local impact on operations or the potential to create further dissonance between different communities at UConn?</i>						
<i>Question 3: Has the matter drawn – or is it likely to draw – mainstream media attention and social media reaction that may affect audience and message?</i>						
<i>Question 4: Does the incident connect in a direct and significant way with expressed institutional values?</i>						
<i>Question 5: What is the degree of imminence to this matter as it pertains to the UConn community?</i>						
<i>Who needs to be notified about the incident?</i>						
<i>What are the options for engaging with the affected communit(ies) and addressing their overall well-being?</i>						
<i>Is a holding statement needed?</i>						
<i>Is a mass email an appropriate means for a statement/response?</i>	Yes					
<i>What is the preferred method(s) of delivering a statement/response?</i>	UConn Alert and website compliment, with email as a less preferred mode due to network strain in an emergency					
<i>Who is the sender of any statement/response should one be sent?</i>	University Communications					University Communications (or appropriate affected area lead)
<i>Other considerations?</i>	The Emergency Communication Protocol and Training Manual (part of the larger UConn emergency plan) guides communication steps and roles					

Process Elements for Applying the Rubric

1. University Communications should be the initial point of contact on incidents that may require response. The Vice President for Communications (or his/her designee in absentia) would then be charged with convening a response team of representatives from the groups identified in the first two rows of the rubric.
2. Primacy for accountability will depend on the nature of the situation. Some obvious considerations include, for example:
 - International events and observances: Global Affairs
 - Political events and major incidents: Governmental Affairs
 - All other matters: University Communications
3. It will be the responsibility of each response team representative to incorporate other subject matter experts from within their administrative portfolio into the response team as deemed appropriate by the situation, understanding that only those who can add value to the process should be included to avoid the risk of the group becoming cumbersome and the deliberation and message development process slowed.
4. The response team will first address and reach consensus – guided by the single point of accountability identified in the rubric – the five questions posed in the matrix. Those questions will determine how to proceed with the key steps identified in the lower half of the rubric in most cases. Note that incidents that are of large scale and posing immediate threat to life safety (column one) are managed by the university's emergency response protocol and led by the senior level executive policy group.
5. In all cases, it will be the responsibility of University Communications to lead drafting of any message deemed appropriate (unless otherwise instructed by the president), gathering input from the workgroup in an efficient fashion geared toward orderly and timely turnaround.
6. The president, chairman of the board of trustees, and appropriate area lead will always be notified in any incident activating this rubric.