



2021-22 Communications Guide



Index

Communication Team.....	3
Overview	4
Communication Channels.....	6
<i>Telephone</i>	6
<i>Email</i>	7
<i>Video Conferencing</i>	7
<i>All-Staff Event and Celebration Calendar</i>	8
<i>Employee Recognitions</i>	9
<i>Website Updates</i>	9
<i>All-staff emails</i>	10
<i>Working with Other Organizations</i>	10
<i>Share your Good News</i>	10
<i>Newsletters</i>	11
<i>Classroom and Parent Communication</i>	11
<i>Blackboard Connect</i>	12
<i>Student Handbooks</i>	12
<i>Student Photograph, Digital Recording, and Media Permissions</i>	12
Social Media Guidelines.....	13
Media or Press Communications.....	17
Inclement Weather	18
Emergency or Serious Incident.....	19
Branding Guidelines.....	24
Additional Tools and Resources	25



Communications Team

part of the CAIU Administration Team

Dr. Thomas Calvecchio, Assistant Executive Director
tcalvecchio@caiu.org

Amy Hazel, Marketing and Communications Specialist
ahazel@caiu.org

Emily Veronikis, Digital Marketing Assistant
everonikis@caiu.org

Rennie Gibson, Executive Assistant and Board Secretary
rgibson@caiu.org

Overview

The Capital Area Intermediate Unit (CAIU) is committed to communicating the value and impact of CAIU's people, processes, and programs. We understand that maintaining ongoing, two-way communications with staff and stakeholders is essential for building strong relationships and capacity. These strong relationships and increased capacity are the foundation for a strong organization.

We developed this Communications Guide to provide our staff the guidelines and tools to effectively, efficiently, and consistently communicate with team peers, families, and community partners. It aligns with the CAIU's Strategic Plan and will be reviewed annually by the Communications Team.

By design, this guide complements CAIU's existing handbooks, plans, and procedures, and does not replace them in any manner. In this document, you will find ways to promote student achievements, share your good news, manage critical situations, and utilize communication best practices.

Communication Goals

- Develop and maintain positive, collaborative relationships with staff to show value, respect, and support
- Increase engagement, coordination, and collaboration with community agencies and organizations
- Utilize a variety of media to maximize awareness of and support for the CAIU's goals and objectives, and to better engage with our employees
- Provide consistent, approved communications, both internally and externally, regarding safety issues and crisis management.
- Develop and maintain a proactive media relations program to enhance the CAIU's image and reputation as a trusted and influential partner on local, state, and national levels.

Mission, Vision, Values

Our Mission: CAIU provides innovative support and services in partnership with schools, families, and communities to build capacity and model courageous leadership to help them be great. #BeGreat

Our Vision: Recognized as a trusted and influential partner in achieving life-changing outcomes in the Capital Area. #ChangingLives

Our Values: Dedication, Partnership, Expertise, Innovation, Leadership, and Service

Defining Internal and External Audiences

The Communications Guide provides direction and assistance on how to best communicate with our internal and external audiences to achieve the above goals.

Internal communication occurs when staff communicate with each other within the organization. Internal audiences include:

- Administrators
- Board Members
- Certified Staff
- Classified and Support Staff

External communication takes place when CAIU staff interact and communicate with an outside party. External audiences include:

- Community Partners
- Government Officials
- Media
- Prospective Employees
- Parents
- School Districts
- Students

Website Accessibility

The Capital Area Intermediate Unit (CAIU) is committed to making our websites accessible to individuals with disabilities in compliance with the requirements of Section 504 of the Rehabilitation Act of 1973, and Title II of the Americans with Disabilities Act of 1990 along with accompanying statutory regulations. This is an ongoing process and we are continually implementing new strategies to ensure our web content is accessible for all audiences.

If you are having difficulty accessing information on any CAIU websites due to a disability, please contact the Communications Team by emailing communications@caiu.org.

Evaluation and Measurement

The following resources will be utilized to evaluate and measure the effectiveness of this communications guide.

Yearly Internal Communications Survey

Social media usage: Facebook, Twitter, Instagram, LinkedIn, and YouTube

Website analytics



Communication Channels

Telephone: Automated Phone Calls

When used correctly, automated phone calls can be a great way to communicate urgent messages. These calls should be reserved for the most important and urgent of messages.

This is the most intrusive form of communication – forcing a group to stop what they are doing and listen to the recorded message.

TIPS

EFFECTIVE AUTOMATED PHONE CALLS

- Before the call, script what you will say.
- Keep your message between 30-45 seconds.
- Include who you are and your job title.
- Use email or website for longer messages.
- Include directions to locate additional information on the topic.
- Unless it is an emergency, DO NOT schedule calls during disruptive times (i.e. before 8 a.m. or after 8 p.m.).

Telephone: Voicemail

Much of today's organizational communication takes place over email instead of the phone. As a result, many forget about making sure to set up the voicemail on their work phone.

But do you really need a custom voicemail message? Will the automated voicemail on your phone suffice?

When you receive a business call, having a voicemail message that is clearly stated and professional in tone leaves a positive impression on families and colleagues alike. Your voicemail acts as a virtual receptionist to reliably record their message when you're not free to answer.

TIPS

SAMPLE VOICEMAIL MESSAGE:

"You've reached the voicemail of [your name], [your job title] at Capital Area Intermediate Unit. I'm currently away from my desk or on another line. Please leave your name, telephone number, and a short message after the beep, and I'll be sure to get back to you as soon as I'm available."



Email

Our annual Internal Communications Survey indicates that 55% of CAIU staff rank email to be their primary and preferred method of communication.

Should you use email in an emergency? The answer: It will not hurt, but it is not your most effective channel. It should be a supplement to text and phone in an emergency situation. For everything other than crisis communication, email should be the primary method of contact.

TIPS

EFFECTIVE EMAIL MESSAGES

- Get to the point right away.
- Stick to the facts.
- Use the same clarity you would use in a face-to-face conversation.
- Do not mix topics in one email – this may cause confusion.
- Let recipients know if you need a response and by when.
- Be clear with your call to action.

Video Conferencing or Virtual Meetings

Video conferencing, also known as online meetings, is an effective means of real-time communication which enables people across distance to collaborate with each other in a more productive and convenient way. Meeting in the virtual space is different than meeting in person, with social customs and norms specific to video conferencing.

CAIU staff can utilize two video conferencing options: Microsoft Teams or Zoom.

TIPS

VIDEO CONFERENCING ETIQUETTE

- Mute your microphone whenever you're not speaking.
- Turn on your video camera.
- Make sure your room is well lit.
- Your wall art or decorations should be work-appropriate.
- Test your microphone before your video call.
- If recording the meeting, notify attendees at the beginning.

All-Staff Event and Celebration Calendar

A comprehensive list of CAIU all-staff annual events and celebrations can be found on our website [HERE](#). This calendar contains routine communications such as CAIU events, CAIU fundraisers, and national celebrations.

Have a CAIU event or celebration for consideration? Please email details to communications@caiu.org. If you are interested in submitting a story for a press release, see [page 18](#) of this guide.

Employee Recognitions

Every year the Capital Area Intermediate Unit recognizes employees in several ways.

Years of Service Recognition

- Each year at the annual All Staff Day, employees are recognized for 5, 10, 15, 20, 25, 30, 35, 40+ years of service .

All Staff Day Achievement Awards: These six awards recognize team members who embrace and emphasize our organization's core values of Dedication, Expertise, Innovation, Leadership, Partnership, and Service.

- Nomination forms are distributed annually via email.
- The All Staff Day Committee will select winners.
- Winners and nominees are announced at the All Staff Day held in January .

CAIU Staff Compliments

- To submit a staff compliment, fill out the online form found on the CAIU Employee website - click [HERE](#).
- CAIU Compliments are featured in the All-In Newsletter, on the CAIU employee website, and on CAIU's social media channels.



Website Updates

The most efficient way to provide changes to our www.caiu.org website is to submit those changes to our IT Helpdesk. Submit a Helpdesk ticket by emailing your changes in a Microsoft Word document to helpdesk@caiu.org. If you need more complex webpage changes, please email our Communications Team at communications@caiu.org to schedule a consultation. Please allow five days for corrections to go live.

Check for outdated information and broken links monthly.

Provide the following for all website page edits/additions/deletions:

- Provide the specific page URL (webpage address) for each page that needs to be changed.
- Copy and paste the entire text content of that page into the Word document and make the necessary changes to the text.
 - The helpdesk will copy/paste your content exactly how it is written.
- Provide any photos as an attachment in the email that you send along with your Word document.
 - DO NOT embed the photos into Word document.
- Provide any linked documents as an attachment in the email that you send just like photos.
- If you need an entirely new page for your site, provide the location where you would like the page to be located.
 - i.e. Students & Employees-->Hill Top Academy-->New Page Here
 - i.e. School Districts-->Business Services-->New Page Here
- For new pages, email the Communications Team at communications@caiu.org to schedule a consultation.

Internal Audience: The CAIU Employee website is viewable to CAIU staff only. Staff may log in using their CAIU credentials (username and password). You will find things such as staff calendars, important documents, committee information, policies, etc. on this site. If your website updates are for the eyes of current CAIU staff only, this portion of website is the best location.

External Audience: Our main website at www.caiu.org is viewable to the public. When making website updates to this portion of the website, remember who you are speaking to. Be sure to write plainly and clearly and spell-out acronyms. Best practice is to keep information short and to the point.

All-staff Emails

When CAIU staff have a request to send an all-staff email pertaining to things not directly related to CAIU business (ex: distribution of non-CAIU fundraisers and event information, posters, invitations, etc.); pre-approval is required by the Communications Team or the Executive Director for such requests.

Working with Other Organizations

When non-CAIU organizations contact you with a request for comment, distribute flyers, or to provide information about a program or about a particular student or staff member, use the following protocol:

- Contact your team director or the Communications Team to gain a decision.
- Coordinate any news releases or other information with the CAIU Communications Team.
- Be sure to include the CAIU logo or branding [HERE](#), CAIU contact information, social media, and website address. If you have questions, email communications@caiu.org.
- Remember that any student who is shown or interviewed should have a release form signed by a parent or guardian and on file with your team's admin.

External Audience: When working with other organizations, the audience is almost always external. Remember that information shared will be viewed by those not familiar with the organization or educational lingo. Content and explanations should be shared with this viewpoint and consideration.

Share your Good News

Do you have good news, staff celebrations, or an exciting new program that you would like to share with others? Submit your good news by email to communications@caiu.org.

- Please include details about your good news and include pictures, if appropriate. Remember that any student who is shown or interviewed should have a release form signed by a parent or guardian and on file with your team's admin.
- Please indicate where you would like the information shared – All-In Newsletter, social media, press release, or website.

Internal Audience: If your Good News is only appropriate for CAIU staff, [CAIU Connect](#) on the employee portion of our website is a best fit.

External Audience: If your Good News is to be shared with external audiences via the All-In newsletter, our public-facing website, or on social media, your submission should be written in a simple, understandable language for families or those not well-versed in educational lingo. Spell out acronyms.

Newsletters

Each month, the administration team releases the Executive Director's Report/All-In Newsletter at the Capital Area Intermediate Unit's monthly Board Meeting. The purpose of this newsletter is to share the great work of the CAIU with our Board members, school districts, and CAIU staff. The newsletter contains articles written/submitted by CAIU staff, team updates, CAIU Compliments and celebrations, Wellness Committee, upcoming events, CAIU job opportunities, and professional development.

- Want to write/submit an article? Please send your request to communications@caiu.org for consideration.
- Have some good news to share? Please submit your news along with photos, if appropriate to communications@caiu.org for consideration.
- Want to submit a CAIU Compliment? Click [HERE](#). Compliments are featured in the newsletter each month.

Internal Audience: Received by all staff, the All In Executive Director's Report/Newsletter is available each month at the CAIU Board meeting. Hard copies are printed and set out in all of the common areas. In addition, it can be found on the CAIU Employee website [HERE](#) and is distributed by email.

External Audience: The All In Executive Director's Report/Newsletter is available each month at the CAIU Board meeting. It is distributed to external audiences such as our CAIU Board Members, Superintendents and School District Board members via the Board meeting agenda and by email.

Classroom and Parent Communication

Building strong and supportive partnerships with families is a goal of the Capital Area Intermediate Unit (CAIU). Communication with families about their children's education programs is essential to their success in school.

CAIU staff will communicate with families as needed to share events, updates, and to discuss concerns with families related to students' educational programming. Communication can be made via CAIU email, home-school communication book, virtual platforms (such as Seesaw, Talking Points, or Zoom) and/or telephone.

Written formal communication needs to be on CAIU letterhead.

External Audience: The CAIU will utilize the CAIU website and social media platforms (e.g., Facebook, Twitter, Instagram) to share event announcements and student highlights. See "Share your Good News" and Social Media Guidelines to learn more.

Blackboard Connect

There are many occasions when mass communication is needed to disseminate information to CAIU employees, member LEA's, and the families that are served by the IU. The Blackboard Connect system is the means for this mass communication. Lists in the system will be consistently updated to maintain an accurate database.

Internal Audience: CAIU staff will be notified of any emergency alerts related to CAIU programming and operations via Blackboard Connect (phone calls, emails, text messages).

External Audience: All CAIU families, community partners and stakeholders may be notified of upcoming events and/or emergency alerts related to CAIU programming and operations via Blackboard Connect (phone calls, emails, text messages).

Student Handbooks

Student and Parent Handbooks are written/revised to provide information to the students and families served by the CAIU.

- Program specific handbooks are produced for the Early Intervention Preschool Program, Hill Top Academy, and the in-district classroom programs.
- Handbooks are revised yearly pertaining to the current school year.
- Handbook covers are to be designed by the Communications Team and are to be aligned with CAIU branding guidelines available [HERE](#). Please provide at minimum two-weeks notice to the Communications Team.

Internal Audience: CAIU staff will have a full understanding of what is written in the Student and Parent Handbooks and refer to it when addressing any issues, policies, and procedures. CAIU Communications and Marketing Team will approve the handbook prior to distribution.

External Audience: All families receiving services from Student Services will be given a copy of the Parent and Student Handbook. Student Handbooks will be made available to the principals of the district host buildings. Handbooks are online at www.caiu.org.

Student Photograph, Digital Recording, and Media Permissions

CAIU classrooms utilize an opt-out procedure for Student Photograph & Digital Recording. Unless a parent/guardian completes and returns this Opt-Out Form, CAIU has permission to post photographs and/or recordings on our website, social media, newsletters, yearbooks, brochures, and calendars. CAIU will not disclose personally identifiable information (PII) when publishing student photographs or digital recordings.

CAIU's Media Release Form aligns with [Media Documentation of Students – Policy 911](#) and should be used when a student is interviewed by news media (newspaper, T.V., radio, etc.). This form does require written permission to disclose PII.



Social Media Guidelines

Social Media Platforms and Facts

All social media platforms are not created equally. While Instagram might be a powerhouse for one brand, it'll do nothing for another – and while one organization might have tons of engagement on Facebook, another organization will gain more traction on LinkedIn.

It is best practice to have at least a presence on each of the major platforms, and from there, strategically choose which ones to double down on.

CAIU has presence on five social media platforms: Facebook, Twitter, LinkedIn, Instagram, and YouTube.

Facebook

- Active Monthly Users: 2.91 billion
- CAIU's fastest growing social media following (62% growth in just 12 months)
- More than 50% CAIU followers are mostly families and community members
- Services, family activities, and hiring posts do well on this platform

Twitter

- Active Monthly Users: 330 million
- CAIU followers are mostly educational professionals
- Professional Development marketing does well on this platform

LinkedIn

- Active Monthly Users: 310 million
- Users are networks of professionals
- K-12 Education does not have a strong presence

Instagram

- Active users: 1 billion
- Visual content
- 70% of users are 34 years of age or younger

YouTube

- Active users: 2 billion
- 79% of Internet users have their own YouTube account
- CAIU's newest social media platform



Capital Area
Intermediate Unit
@CapitalAreaIU

Home

Posts

Reviews

Videos

Photos

Groups

About

Community

Offers



Social Media Pages

It is the goal of Capital Area Intermediate Unit (CAIU) that the organization be the official source of information for all things related to the CAIU. The reality is that the emergence of social media has provided a platform, at times, for dissemination of inaccurate information, incomplete information and emergency and serious incident-related rumors from unofficial sources. Unlike anonymous and/or unofficial sources, the CAIU is obligated to investigate a matter as thoroughly as possible, provide due process to all involved, ensure notification of parent(s)/guardian(s), work with law enforcement and emergency and serious incident response personnel, and ensure student privacy rights are not violated (especially when minors are involved).

It is best practice to have a strong, singular brand page rather than individual team or program pages. Multiple pages under similar “CAIU” names cause confusion to external audiences and dilutes the value of our brand and of our team vision. Diverse content on a singular CAIU page better explains our services and builds understanding.

Official CAIU social media pages are created and/or monitored by the CAIU Communications Team. Through approval, an appointed and trained CAIU staff member may be a content editor.

The CAIU has five official social media pages.

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

In addition, the following CAIU sub-brands have social media pages.

- [Hill Top Academy](#)
- [Agenda Manager](#)
- [CAOLA](#)

External Audience: Social media communications are typically for external audiences and used as a way to connect, market, and share our stories with families, the community, and prospective employees.

Hashtags and Handles

CAIU's Mission and Vision statements identify two specific organization hashtags; however, we do have a few others that are often used. Here is guidance on how to best utilize our hashtags.

- Use **#ChangingLives** when sharing news, stories, or information about services provided.
- Use **#BeGreat** to share success stories and achievements.
- Use **#CAIUfamily** to highlight how students, staff, and/or community members are part of the collaborative CAIU family.
- Use **#GoTeamCAIU** to highlight CAIU staff, team, or organization accomplishments.
- Combine hashtags when multiple themes apply to a post.

While creating a unique, designated hashtag(s) for an event or team may seem like a great idea – we have to keep in mind that any social media user can crash a hashtag at any time for their own nefarious purposes – essentially ruining the hashtag for others. It is just as effective to provide a website or e-mail address where individual users can send photos for review and posting by the organization. As these photos are voluntarily submitted for the purpose of posting on social media, there are no privacy concerns with posting such images.

Additionally, you can “tag” our organization in a social media post by using our organization's handle: **@CapitalAreaIU**

Our handle name is the same in multiple social media platforms, including Facebook, Twitter, and Instagram.

Internal Audience: CAIU staff and stakeholders are becoming very familiar with the **#ChangingLives** and **#BeGreat** hashtags. This is an easy way to regularly remind others of organizational work aligned with the Strategic Plan.

External Audience: As our brand continues to grow on social media, our goal is that external audiences engage with us and add to conversations using our hashtags and handles.

Responding to Posts

Positive Post: If you discover a post about our organization that is positive, you can 1) let the post stand, or 2) positively respond in support. Before you respond, be transparent in stating your connection with the organization, take time to think through your response, and respond in a tone that reflects professionalism, empathy, and aligns with CAIU's mission and vision.

Negative Post: Seeing negative or false comments about our organization can be frustrating, but responding with another comment is not always the answer. If you see a post about an organizational issue that could create mass concern—or if you have questions about any online comment situation—contact the Communications Team listed [HERE](#) to discuss the best and appropriate response.

CAIU Social Media Policy

It is the responsibility of all CAIU Employees to carefully consider their behavior and what they place online when communicating with or “friending” any individual. All employees will be held accountable for the content of the communications that they state/post on social media locations.

All CAIU Employees should review [Board Policy #816—Intermediate Unit Social Media](#), adopted October 28, 2021.

How to Submit a Post and Content Tips

We are always looking to share our team and student stories and successes, or market and share important products or information. CAIU staff can submit post content or ideas by emailing communications@caiu.org.

To help us create a post that gets a lot of buzz, please include the following:

- Photo or video clip ([See Photo and Video Tips and Tricks HERE](#))
- Remember your audience—more than 50% are non-education members
- Write-out acronyms
- Who, what, when, where, and why/how
- Keep it short

Opening a Facebook Group

What’s the Difference between a Facebook Page and Facebook Group? While Pages were designed to be the official profiles for brands or businesses, Facebook Groups are the place for small group communication. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

Official CAIU social media Pages are created and/or monitored by the CAIU Communications Team. However, CAIU staff may open Facebook Groups with approval by the Communications Team.

- A CAIU Communications Team member must be a Group administrator
- If you create a fictitious account to be the administer of a group, the Communications Team must have the log-in information for the fictitious account.
- Review of CAIU’s [Board Policy #816—Intermediate Unit Social Media](#), adopted October 28, 2021.
- The Group MUST be private (not open for public view).
- Content shares or posts should further the educational mission and vision of the organization.



Media or Press Communications

Media or Press Communications Initiated by CAIU

Press Releases: Our organization will issue press releases from time to time to share information or events that are important or of use to the public. Press releases will be prepared and released by the Communications Team. This may include review by the organization's auditors and counsel, if appropriate. The Communications Team requires the [CAIU Press Release Form](#) submitted, at a minimum, 2-weeks prior to an intended Press Release's share date.

Media or Press Invites: Media invites are a great way to gain organizational exposure and recognition. The Communications Team is able to create media invites for CAIU events or stories. Please note that the media likes to attend events/interview in person. To increase opportunities for media/press attendance, it is best to provide invites at least 1-WEEK PRIOR to an event or story. Invitations after events/stories are less likely to garner media/press interest.

Media or Press Communications Initiated by an Outside Organization or News Outlet

All outside organization or news outlet requests or questions are to be sent directly to the CAIU Communications Team. The team's Public Information Officer and/or Assistant Executive Director will decide how to best proceed. See [page 4](#) of this guide for team contact information.

Do not directly answer or provide official CAIU statements to the media or press.

Inclement Weather

Dismissal, Delay, Virtual, or Cancellation

Inclement weather such as snow, sleet, freezing rain, or other severe weather emergencies may on occasion make it necessary to dismiss classes early, delay the start of classes, move classes to virtual, or the cancel classes.

In the event of a weather emergency, announcements for CAIU sites or classes will be posted on the CAIU website, Blackboard Connect notifications provided, and individual phone calls to families when needed.

CAIU program supervisors will notify CAIU Transportation Supervisor, Director of Student Services and associated support staff of any unexpected closure or early dismissal.

Classrooms in District Buildings and Non-Public School Buildings: Inclement weather decisions for CAIU classes located in the district or non-public school buildings will be made by the host. Staff and students are to follow the district or non-public school decision, watch for local media announcements, and may be notified by the host district notification system.

Early Intervention/Preschool: CAIU Preschool sites will follow the published protocol outlined in the Weather Emergency Procedures in the Operations Manual.

Hill Top Academy: The Director of Student Services will consult with the CAIU Transportation Supervisor and Hill Top Administrators to make inclement weather decisions for Hill Top Academy. Staff students and families will be notified via Blackboard Connect notifications, the CAIU website, and local media outlets.

Loysville Youth Development Center (LYDC): The LYDC Principal and Director of Student Services will consult to make inclement weather decisions. LYDC DHS administration will receive a phone call with any change in status. CAIU Staff will be notified via Blackboard Connect.

Other School-age Sites(e.g. Diakon, Hospital, Project Search, etc): CAIU sites will follow the published protocol outlined in the Weather Emergency Procedures in the Operations Manual.

Internal Audience: The CAIU Executive Director determines the status of the Enola building. Announcements will be made by CAIU website and Blackboard Connect automated telephone system. See [page 7](#) for tips on effective automated phone calls. .

External Audience: Classrooms, Preschool, and Hill Top Academy families will be notified by local media outlets, the host district or CU via Blackboard Connect notification. Notification is posted www.caiu.org.



Emergency or Serious Incident

The Executive Director and/or designee will lead our organizational response, providing aid, resources, and assistance to the affected team and/or location as needed.

Once notified, the Communications Team will determine the level of response necessary. Media Procedures for Emergency/Serious Incidents are outlined in the CAIU Emergency Preparedness Guides.

CAIU's Executive Director serves as the CAIU spokesperson and assumes responsibility for issuing public statements during an emergency. The Executive Director may be assisted by an identified Public Information Officer (PIO). The PIO acts as a contact for emergency responders and assists the Executive Director in coordinating media communications.

All staff must refer media to the CAIU Executive Director or the CAIU PIO. The PIO may help with providing written statements to the media.

A student's family will complete an Emergency Information Form at the time of enrollment and at the start of the academic school year. CAIU staff will notify families in the event of a student emergency.

Internal Audience: In addition to the official media procedures, the Executive Director will lead the Cabinet in communicating information to staff through Blackboard Connect, the CAIU employee website, texts, and phone calls as needed.

External Audience: Communication with the families of CAIU students will be determined by the nature of the emergency. As appropriate, families will be contacted through the Blackboard Connect system, the CAIU web site, and individual communications from appropriate staff (i.e. directors, supervisors, teachers).

Pandemic/Health Emergency

A pandemic is a health emergency that is pervasive over the entire country or the world. It requires a local response that is coordinated with state and federal officials.

A CAIU Pandemic Crisis Command Response Team will be mobilized to implement the CAIU's response procedures.

The CAIU Pandemic Crisis Command Response Team will develop and disseminate all communication related to the CAIU's response plan.

Internal Audience: CAIU staff will be communicated to via our employee website, Blackboard Connect Auto Call system, and staff email.

External Audience: The Director of Student Services will communicate to CAIU students and families via the Blackboard Connect Auto Call System, the CAIU website, and email.

Intruder Emergency

An intruder is a person(s) who does not appear to have a legitimate purpose for being on the grounds or in the building.

A person who suspects or has knowledge of an intruder in a CAIU building should call 911 and notify lead administrators in the building, triggering the appropriate response protocol for the Enola building.

Staff in CAIU satellite buildings will follow the response protocols for those sites. Staff in district buildings will follow the response protocols for those districts and that specific building. When possible, notification of CAIU Administration should be done after all life-safety response measures have been implemented.

Once the intruder event is over, the Executive Director (or supervisor at satellite locations) will determine the necessary and appropriate steps to inform the internal staff and external community partners, including any follow up with emergency responder organizations as needed.

Fire Emergency

When the fire alarm is activated at the Enola facility, Hill Top Academy or any other CAIU satellite location, the CAIU staff and guests will follow the evacuation plan as documented in the CAIU Emergency Preparedness Guide for that site. If staff work in a district building, they should follow the emergency preparedness guide for that district and building.

At the Enola building, the Executive Director or his/her designee will communicate with the police or fire department and use 911 as appropriate. The Executive Director or his/her designee will determine if any additional external communication post-incident is warranted. At Hill Top Academy the building principal and/or their designee will follow the same process outline above.

Tornado Emergency

Use correct terminology when communicating about a Tornado Emergency

- Tornado Watch: The conditions are favorable for the development of a tornado.
- Tornado Warning: It has been sighted or is indicated by the radar.

When a tornado watch or warning is communicated by the county emergency management or weather service alerts, internal staff will follow their respective site's CAIU preparedness guides. When staff work in district buildings, they need to know and follow the preparedness guides for that district and building.

The Executive Director, his/her designee or the respective CAIU satellite site supervisor will determine the need to contact the police or fire department and use 911 as appropriate. The Executive Director, his/her designee or the respective CAIU satellite site supervisor will determine if any additional external communication post-incident is warranted.

Cybersecurity Emergency

An incident is any event that poses a threat to the integrity, availability or confidentiality of the CAIU's systems, services, and/or information. Incidents must be reported immediately to the Information Technology Director or as soon as possible after discovery.

Internal Audience: If it is determined after investigation that a security breach involving notice triggering has occurred, the Technology Director shall notify the Executive Director, cabinet, and Public Information Officer.

If it is determined that a breach is of the appropriate magnitude and may require a press release, the Technology Director shall notify the Executive Director, cabinet, and the Public Information Officer.

The Technology Director will notify the responsible department, confirming the security breach of notice triggering information and provide advice and guidance. The Technology Director shall also initiate the organization breach notification process and work closely with the Executive Director or designee of the department responsible for controlling access to, and security of, the breached electronic equipment to ensure the appropriate handling of the breach response and inquiries. The Technology Director will provide guidance to designated employees responsible for responding to breach notification inquiries.

External Audience: If it is determined after investigation that a security breach involving student information/banking/payroll has occurred, the Technology Director will direct notification to the appropriate staff member(s) to communicate to merchants/vendors/banks. Within three (3) business days of a confirmed breach, the Technology Director shall provide an Incident Report to the appropriate

merchants/vendors/banks. Within ten (10) business days, the Technology Director shall provide to the appropriate merchants/vendors/banks a list of all potentially compromised accounts.

The CAIU Executive Director will identify a spokesperson to communicate the event. Due to the nature of the event the CAIU email system and website should not be used to communicate the attack. Announcement should be made using Blackboard Connect.

Notification of Affected Individuals: The department or office responsible for controlling access to, and security of, the breached electronic equipment shall compile the list of the names of persons whose personal information was, or is reasonably believed to have been, acquired by an unauthorized person. In consultation with the Technology Director, a list of individuals to notify shall be compiled.

Student or Staff Death or Suicide

The sudden death or suicide of either a student or a staff member can leave our organization faced with grieving students, distressed parents and CAIU staff, media attention, and a community struggling to understand what happened and why. Under these circumstances, we need to provide reliable, sympathetic communications to inform and protect our students and staff, and to communicate with the public.

The following guidelines inform our approach to communications under these circumstances:

- We will treat all student and staff deaths in the same way. Having one approach for someone who dies of cancer (for example) and another for a someone who dies by suicide reinforces the negative association that often surrounds suicide and may be deeply painful to the deceased person's family and close friends.
- Adolescents are vulnerable to the risk of suicide contagion, that is, when a struggling student experiences the loss of another student to suicide and becomes at greater risk. Therefore, it is important not to inadvertently simplify, glamorize, or romanticize the student or his or her death.
- Adolescents are resilient and our staff are strong. With the proper information, guidance, and support they will better cope with the suicide or sudden loss of a fellow student or staff member.

Internal Audience: Share with staff how to handle family inquiries and the plans for communicating with families, including who they should contact for further information and resources. Explain plans for the day or near future, including locations of crisis counseling rooms or other supports, as well as the plans for memorial service(s).

How staff respond to the crisis can have a strong impact on their students. They need to project that they are in control and are concerned about their students' mental health.

External Audience: A death by suicide of a school-age student can attract a lot of media attention. The Public Information Officer will serve as the spokesperson to ensure that statements are released in a deliberate and consistent manner.

Messaging for CAIU families should focus on allaying concerns and disseminating information.

- Encourage parent and CAIU collaboration during this difficult time
- Expresses confidence in the staff's ability to assist the students
- Convey our goal of treating a suicide death as we would any other death, regardless of the cause, while remaining aware that adolescents can be vulnerable to the risk of imitative suicidal behavior
- Inform families about CAIU's response activities, including media requests, memorial services, and grief counseling.
- Inform parents about the student release policy for funerals/memorials.



Branding Guidelines

More than a Logo

Our brand and logo are a representation/reflection of all of us, and it is important that we follow CAIU's branding guidelines to ensure we always look our best. A unified message that highlights our impact and services in the community will further the organization's mission and vision.

See CAIU's branding guidelines [HERE](#).

The website includes:

- Downloadable logos
- Brand colors
- Brand fonts
- CAIU stock photography
- Collateral templates (letterhead, presentation slides, brochures, etc.)
- Brand training video
- FAQ

Additional Tools and Resources

Photo and Video Tips and Tricks

Horizontal or Landscape. Turn your phone sideways (landscape), especially if your photo is for social media. ALWAYS film sideways (landscape) for videos.

Say NO to zoom. Using zoom diminishes the quality. Move your feet forward if you want to take a closer shot.

Wipe off your camera lens. This is true no matter what you're using to shoot, but especially when you're using a cellphone. Because we manhandle our phones all day, the lenses tend to get smudged. These smudges can distort your image, make it look foggy, or just decrease the quality overall.

Tap on your subject when taking the picture. Once you've framed your picture, before you hit the shutter button, tap on the subject of your photo. This lets your phone know where to prioritize the focus, and will help your image come out sharp.

Be wary of the lighting. Lighting can make or break a picture. Shoot your images using natural light or by a window if inside.

Shoot from several angles. Don't shoot one picture and call it a day. Play around with angles and perspectives to give yourself flexibility when choosing a picture.

Utilize negative space. By adding empty, negative space around your subject you'll actually demand more attention to the object or person you're photographing.

Copyright: What is it and why is it important?

Copyright refers to the legal right of the owner of intellectual property. In simpler terms, copyright is the right to copy. This means that the original creators of products and anyone they give authorization to are the only ones with the exclusive right to reproduce the work.

The CAIU supports copyright rules and regulations for all media, including audio, visual, software, online, printed materials, and/or the like ([Board Policy 814](#)). Severe penalties are provided by federal law for the unauthorized infringement of protected works. Employees may utilize works created by another/other individual(s) only in limited circumstances as prescribed by law and Board Policy.

[CAIU's branding guidelines](#) website offers an ever growing and evolving library of photography available for your use. No need to worry about copyright issues, licensing fees, or student photo releases. We did all of the checking and verifying for you.

Want to submit a photo? Email it to communications@caiu.org.