

# Communication Procedures

## Death in University Family

**PHILOSOPHY** ▶ In the event of the death of a faculty or staff member, a former faculty or staff member, or a student of alumnus, respectful and timely communication is critical.

The following procedures offer guidelines for communication in different situations, though every instance will be different. One factor to consider, for example, is the relationship of the individual to the university community (a current or recent employee versus an employee of several decades ago).

The wishes of the family also should be paramount in communications around a death.

### OVERVIEW ▶

#### CURRENT EMPLOYEE

- All-staff, -faculty, -student email from President's Office
- Posting on university homepage, internal webpages
- Posting on social media, as appropriate
- Posting in e-newsletters with service information
- Shared via Alumni Relations to all or select alumni via email or e-newsletters
- Submission to *Pacific News* and *Pacific* magazine
- Condolence note to family from President's Office
- Inclusion in quarterly remembrance ceremony

#### FORMER EMPLOYEE

- Staff, faculty and student email as appropriate (all or college-specific) from President's Office
- Posting on internal webpages
- Posting on social media, as appropriate
- Posting in e-newsletters with service information
- Shared via Alumni Relations to all or select alumni via email or e-newsletters
- Submission to *Pacific* magazine
- Condolence note to family from President's Office
- Inclusion in quarterly remembrance ceremony

#### TRUSTEE

- All-staff, -faculty, -student email from President's Office
- Posting on university homepage, internal webpages
- Posting on social media, as appropriate
- Posting in e-newsletters with service information
- Shared via Alumni Relations to all or select alumni via email or e-newsletters
- Submission to *Pacific* magazine
- Condolence note to family from President's Office
- Inclusion in quarterly remembrance ceremony

#### STUDENT

- All-staff, -faculty, -student email from President's Office
- Posting to e-newsletters with service information
- Posting on social media, as appropriate
- Submission to *Pacific* magazine
- Condolence note to family from President's Office
- Inclusion in quarterly remembrance ceremony

#### ALUMNUS

- Submission to *Pacific* magazine
- Condolence note to family from Alumni Relations
- Inclusion in quarterly remembrance ceremony

**NOTES** ▶ Similar processes apply in situations such as the passing of a trustee's spouse or of a long-time donor. ▶ The Office of Conference and Event Support Services assists with celebrations of life hosted by university units. ▶ CESS may work with MarCom for program design and other support. ▶ Contact Office of Development for scholarships and endowments.

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### **PROCEDURES IN DETAIL ▶**

**IN THE EVENT OF THE PASSING OF A CURRENT MEMBER OF THE FACULTY OR STAFF**, Marketing & Communications will prepare a notice for the campus community. The notification will be sent via the President's Office email to all staff, faculty and students. It also will be posted on the university homepage, appropriate internal pages and in e-newsletters, including Boxer Briefs and/or Boxer Briefs Professional, as well as PUNN. Notices and remembrances may also be posted to social media on a case-by-case basis. The Alumni Relations Office will determine how to best communicate with alumni as appropriate to the situation, taking into account the individual's longevity and connection to alumni. Alumni communication channels may include mass email, targeted group email or e-newsletters. Additional information on memorial services/celebrations of life will be shared, as available, via CANS postings to the university calendar, to e-newsletters and to internal webpages as appropriate. Deans and directors may also choose to send additional communications to select groups of staff and faculty. Follow-up memorial information also will be submitted for publication in *Pacific News* and *Pacific* magazine. President's Office will send note of condolence to family. Alumni Relations will include deceased in the quarterly remembrance ceremony. The Office of Development will coordinate any memorial giving opportunities, and details will be shared in previous communications as available.

**IN THE EVENT OF THE PASSING OF A PAST MEMBER OF THE FACULTY OR STAFF**, Marketing & Communications will collaborate with the individual's department or closest coworkers to determine the appropriateness of a communication to the campus community. If appropriate (e.g. the individual recently left the university or has remained close to the university in the interim), Marketing & Communications will prepare a notice for the campus community. The notification will be sent via the President's Office email to staff, faculty and students as appropriate to the individual's relationship to the university. It also will be posted on appropriate internal webpages and in e-newsletters, including Boxer Briefs and/or Boxer Briefs Professional, as well as PUNN. Notices and remembrances may also be posted to social media on a case-by-case basis. The Alumni Relations Office will determine how best to communicate with alumni as appropriate to the situation, including by mass email, targeted group email or e-newsletters. Additional information on memorial services/celebrations of life will be shared, as available, via CANS postings to the university calendar, to e-newsletters and to internal webpages as appropriate. Deans and directors may also choose to send additional communications to select groups of staff and faculty. Memorial information also will be submitted for publication in *Pacific* magazine. President's Office will send note of condolence to family. Alumni Relations will include deceased in the quarterly remembrance ceremony. The Office of Development will coordinate any memorial giving opportunities, and details will be shared in previous communications as available.

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**IN THE EVENT OF THE PASSING OF A STUDENT**, Marketing & Communications will collaborate with the dean of the student's program to prepare a campus notification. The notification will be sent via the President's Office email to all staff, faculty and students, and it will be posted on appropriate internal pages and in e-newsletters, including Boxer Briefs and/or Boxer Briefs Professional, as well as PUNN. Notices and remembrances may also be posted to social media on a case-by-case basis. Additional information on memorial services/celebrations of life will be shared, as available, via CANS postings to the university calendar, to e-newsletters and to internal webpages as appropriate. Deans and directors may also choose to send additional communications to select groups of staff and faculty. Memorial information also will be submitted for publication in *Pacific* magazine. President's Office will send note of condolence to family. Alumni Relations will include deceased in the quarterly remembrance ceremony. The Office of Development will coordinate any memorial giving opportunities, and details will be shared in previous communications as available.

**ALUMNI PASSINGS ARE COMMUNICATED** via an in memoriam notice in *Pacific* magazine in print and online. Alumni Relations will send a note of condolence to family (if not superseded by President's Office, etc.) and will include deceased in the quarterly remembrance ceremony. In some cases, such as recent graduates or especially high-profile situations, additional communication within the campus community may be appropriate via emails, CANS postings or social media postings.

**OTHER DEATHS IN THE PACIFIC FAMILY**, such as spouses of trustees, long-time friends and donors, may also warrant similar communication procedures. These can be determined on a case-by-case basis, using the channels outlined above.