

Chapter Leader Conference Call: COVID-19

March 13, 2020

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This conference call was not recorded. Please connect with your chapter representative if you have questions or concerns.

Agenda

- I. Current Status/Updates
 - a. UW/WFAA
 - i. Thank you to everyone in advance for your flexibility and understanding. This is truly an unprecedented time for our organization, higher education, and communities around the world, and we are taking this situation very seriously.
 - b. Events
 - i. Following recent recommendations from public health officials and guidelines established by UW–Madison leadership, we have decided to cancel or suspend all alumni events through April 30, 2020.
 1. Approximately 70 events
 2. This includes all chapter-led events
 - ii. Although it may feel like we are overreacting at this point, our decision was made based on federal, state, and local guidelines to help slow down the spread of this highly contagious virus.
 1. We are taking this proactive measure out of consideration for your health and well-being.
 - iii. The CDC has indicated that the most effective and preventative measure to stopping the spread of this virus is to practice social distancing.
 1. Our events typically range from 10 – 250 people, so we hope that the cancellation of these events with help to prevent additional community spread.
 2. We have a large alumni population over the age of 60, who are at a higher risk.
 - iv. Although we may have varying personal opinions, we need to keep personal thoughts separate from WAA messaging.
 1. We need to be mindful that we are sending clear and constituent messaging to our stakeholders.
 - v. We feel your pain and understand your disappointment; however, we can take comfort in knowing that we are not the only ones going through this. We are all in this together, and are grateful for the support of chapter leaders to help supportive our preventative messaging.
 - c. Communications
 - i. WFAA-driven

1. A cancellation email has been sent to all individuals who received save the dates or invitations to all events occurring between now and April 30th. This included everyone who received the save the date email for Founders' Day events.
 2. Individual emails have been sent to people who registered for specific events, notifying them of the cancellation.
 3. All refunds will be handled by WFAA.
 4. All organizational communications have been put on hold for the next week in order to focus on our response to COVID-19.
 - Chapter emails are on hold and will be reassessed at a later date.
- ii. Chapter-driven (i.e. social media)
 1. Please use the WAA messaging that was shared on 3/12/2020, and included at the end of this document, to post about event cancellations.
 - iii. Clear guidelines and expectations behind our messaging in order to support preventative efforts
 1. The health and well-being of constituents in our main concern.
- II. Events after 4/30
- a. We are working on figuring out a timeline for communications in order to make sure we are being sensitive during this ever-changing situation.
 - b. Reach out to your chapter representative.
 - c. Other chapter-driven events
 - i. WAA will not be supporting outreach for events that are occurring now through 4/30.
 1. Includes email, registration, and event pages
 2. We do not support using your chapter's social media accounts to promote any gatherings between now and April 30th.
 - ii. We will be processing other communication on an as need basis (after communication hold)
- III. Day of the Badger
- a. TBD – potentially postponing
 - b. Please hold off on any DOTB communication via email and/or social media.
- IV. Additional Comments
- a. If your venue is willing to work with you on rescheduling and using the security deposit for a later date, we can consider hosting another gathering later in the year.
 - i. Not branded as a Founders' Day event, but will utilize local alumni or leverage other opportunities in your area as they arise.
 - b. If your venue will not grant a refund, consider approaching management and use the language that we have provided in previous event cancellation messaging and at the end of this document.
 - i. Ask for credit for a future event
 - ii. Connect with your chapter representative

Event Cancellation Messaging:

Dear UW alumni and friends,

We've been monitoring rapidly changing conditions and new information about the spread of the novel coronavirus (COVID-19). Our highest priority is the health and well-being of our constituents, staff, and UW community. Following recent recommendations from public health officials and guidelines established by UW–Madison leadership, we have decided to cancel or suspend all in-person alumni events through April 30, 2020.

UW–Madison chancellor Rebecca Blank and public health officials have recommended drastically limiting nonessential travel and suspending events. We are taking this proactive measure out of consideration for your health and well-being.

We apologize for any inconvenience caused by these cancellations, and we appreciate your continued support of UW–Madison. You will receive specific information about refunds for paid events in the coming days.

Thank you for your understanding, and be well.