



# Strategic Relations in the Age of COVID-19

Center for Strategic Relations  
*Malika Reed Wilkins, PhD*



What do the  
experts  
recommend...

**Shift** our efforts, activities and content to relevant, real-time, engaging experiences.

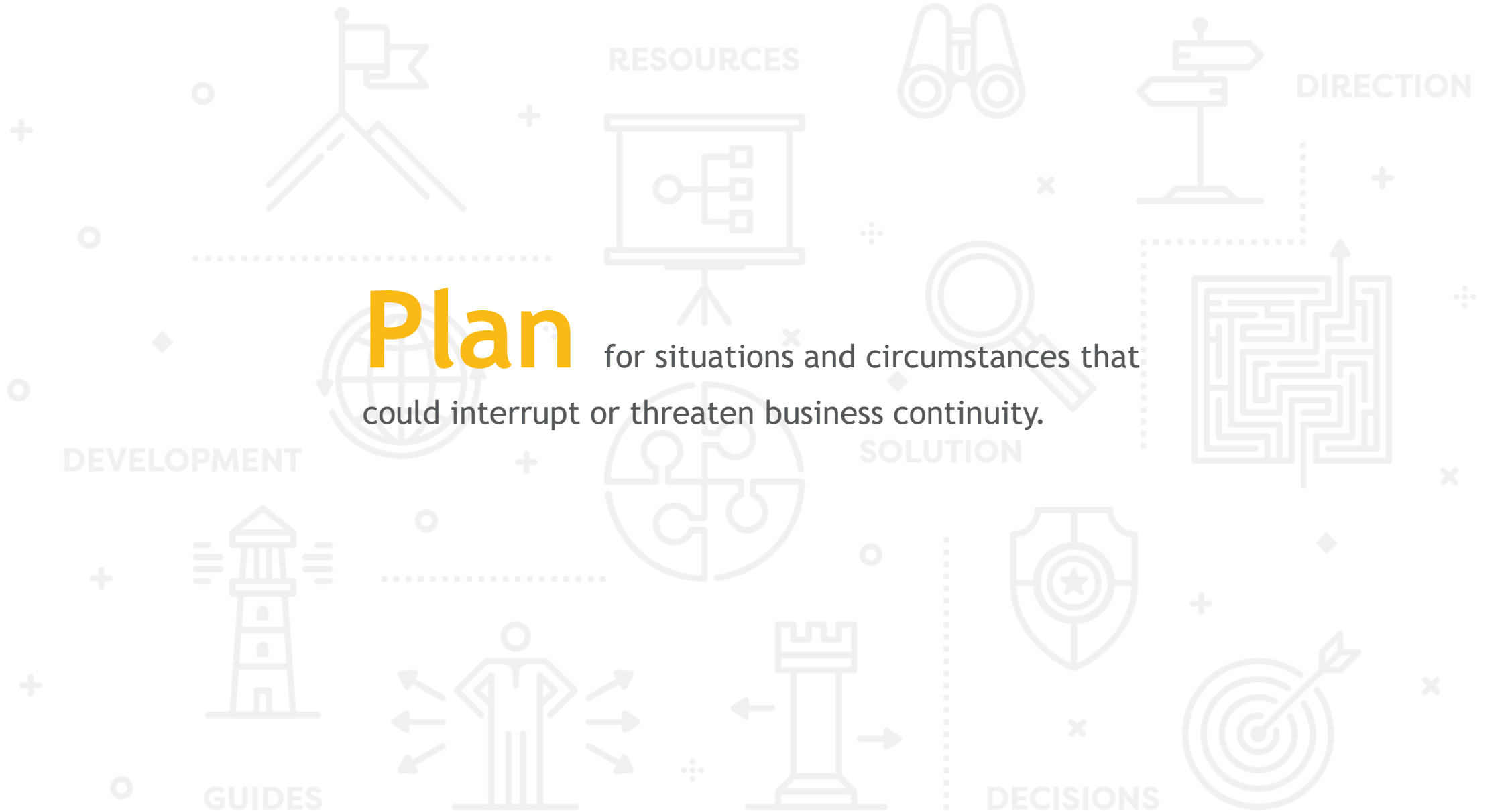
**Educate** by transforming the brand's authority and media presence into reliable, factual, information that instructs people about the crisis, how to protect themselves during it, and the progress being made to fight against it.

**Convene** and bring people together to help bridge the physical distance imposed by social distancing by facilitating community, offering empathy, and providing social support.

**Show Value** to help people meet the challenges the crisis presents, particularly those most in need, such as older adults or those forced into unemployment due to the changing economic environment.

# Plan

for situations and circumstances that could interrupt or threaten business continuity.



# we don't just plan, we plan

*preparation is key*

Fall 2018	ARC Telework Policy Relunched
Fall 2019	Microsoft Teams feature for all employees
Dec 2019	ARC Crisis Communications Plan
Feb 2020	Executive Director and Center Directors begin COVID-19 meetings
Feb 2020	Business Continuity Plan Updates
Mar 2020	ARC COVID-19 Taskforce Established
<b>March 12, 2020</b>	<b>100% Telework Protocol Enacted</b>



# the shift

*May 13, 2020... the day after*

- Executive/Center Director(s) met three times a week (Sunday 9pm, Tuesday 9am, Friday 9am)
- Weekly COVID-19-related email communications to staff
- Regular communications with contractors and partners
- ARC Special Operations COVID-19 Web Page developed
- Content strategy for ARC channels (social media, What's Next ATL, News Clippings, website, etc.)
- ARC Board communications (executive director/chairman emails; call check-ins)
- Data mining and tool development (Neighborhood Nexus, 33n, Georgia Commute Options, etc.)
- Good Vibes, Good Vibes, Good Vibes...

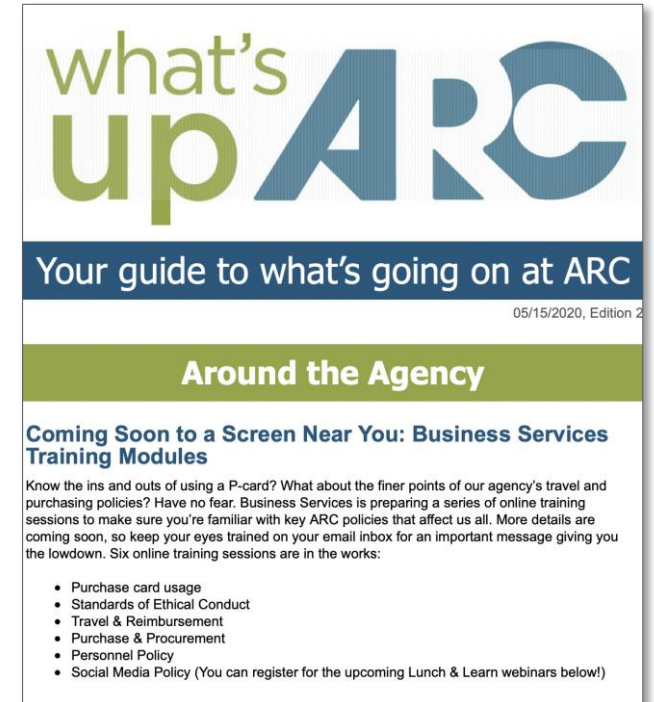


Good Vibes

# educate

*mountain telling...*

- ARC COVID-19 Data tools and dashboard launch (statewide and regional data designed for local governments)
- ARC Webinar Series (Workforce, Center for Livable Communities)
- Federal (GA delegation) and state elected officials' program specific communications
- Staff education for new Emergency FMLA guidelines, Families First Act and other HR-related provisions
- All-Staff Virtual Meeting
- Internal Newsletter - *What's Up ARC!*
- Ongoing Media outreach and response



**43** media requests in 2020 to date  
26% COVID-19 related

# convene

*Virtually...*

- Broadened audience communications for ARC Webinar Series
- Collaboration and cross promotion of partner content
- ARC Virtual Committee Meetings
- ARC Virtual Board Meeting - May
- Doug's Open Door
- ARC Leadership participate in panel discussions







Where do we go  
from here...

# What's Next?

*we keep going... because we never stopped*

- Continued communications to ARC staff, board, customers, partners, contractors
- ARC Board Member cluster discussions
- New ARC Website Homepage (summer 2020)
- Enhanced ARC Webinar Series and Library (June 2020)
- Continued strategic communications service delivery for ARC key programs
- Regional Communicators Alliance Meeting
- ARC Office Reopening and Reintegration Plan

