**University of Pittsburgh | Activity Area Plan Template**

**Introduction**

As part of the Pitt Resilience Framework, individual activity areas are asked to develop and submit plans that are consistent with the relevant university-wide standards and guidelines for each operational posture. Each plan should address all details necessary for those within a particular activity area to understand their responsibilities and fulfill their functions, while ensuring alignment with the relevant common elements of the Pitt Resilience Framework.

**Operating Postures**

The University’s [Operating Postures](https://www.coronavirus.pitt.edu/operational-postures) are:

|  |  |  |
| --- | --- | --- |
| **High-Risk Posture**  Meets the minimum standards of Pennsylvania’s red phase. In the High Risk Posture, the University is open, but activity is heavily restricted to help stop the spread of the virus. | **Elevated Risk Posture**  Meets the minimum standards of Pennsylvania’s yellow phase. Under this posture, life on campus resumes at a minimal level, prioritizing activities that have high value but lower risk, such as certain research activities. | **Guarded Risk Posture**  Meets the minimum standards of Pennsylvania’s green phase. Here, fewer restrictions are in place, while many mitigation measures remain. The activities taking place will account for chronic risk of operating during a pandemic, while continuing to prioritize health and safety. |

**Standards and Guidelines**

The University is developing a series of [Standards and Guidelines](https://www.policy.pitt.edu/university-policies-and-procedures/covid-19-standards-and-guidelines) that govern its operations during the COVID-19 pandemic. **Activity Areas will be required to remain compliant with all applicable university standards and guidelines.** Several of these requirements apply to all University’s operations and personnel, regardless of the University’s operating posture. These include:

[*Healthcare Standards and Guidelines*](https://www.policy.pitt.edu/university-policies-and-procedures/covid-19-standards-and-guidelines)

These rules govern behavior while on Pitt’s campuses and include such requirements as:

* Face coverings should be used in campus buildings, except when eating or in an enclosed private single-occupancy space such as a personal office.
* Ensure physical distancing of at least six feet between University members
  + Chairs and desks in shared spaces should be removed or marked as not for use to ensure proper physical distancing.
* Limits on gathering sizes and defaulting to remote gatherings when possible
  + In High Risk posture: no gatherings of more than 10 people
  + In Elevated Risk posture: no gatherings of more than 25 people
  + In Guarded Risk posture: no gatherings of more than 250 people

[*Personnel Standards and Guidelines*](https://www.policy.pitt.edu/university-policies-and-procedures/covid-19-standards-and-guidelines)

These rules are established to help reduce the number of people on campus, while maintaining support for students’ living and learning, and include such requirements as:

* All personnel should work from home, to the maximum extent possible, for the duration of the COVID-19 pandemic.
* Every attempt should be made to minimize the number of individuals required to be on campus to support authorized activities.
* Faculty and staff who are returning to on-campus work will be required to complete a mandatory training.
* Supervisors should follow Office of Human Resources guidance when making accommodations for personnel.

1. **Overview**

Name of Activity Area: Office of University Communications and Marketing

1. Name of Activity Area Lead: Ellen Moran, Vice Chancellor for University Communications and Marketing
2. Name of individual submitting Activity Area Plan: Michael Balderson, Director of Administration
3. Date of submission: TBD
4. Revision of a previously approved Activity Area Plan? No
5. A brief summary of the most critical pieces of your plan (a few bullet points).

* The majority of staff will continue to work remotely for the duration of the pandemic
* Photography and Videography: Required on campus and other sites with Pitt employees or students in order to accurately capture images and tell Pitt stories for University channels and archival purposes.
* Media Operations: In-person, on-site media interviews may be necessary at times in order for the writer to fully understand the experts' point of view and see relevant work space. Media relations staff may be required to be on campus for critical or emergency situations and to work with the senior leadership team in person.
* Print Checks: Staff look at samples of printed documents to ensure quality. This can be done remotely via US mail or delivery, but occurs much more quickly in person.
* Equipment or Files: Retrieving required equipment or files from offices.

1. We confirm that the Office of University Communications and Marketing will commit to following the Healthcare Standards and Guidelines, the Personnel Standards and Guidelines, and the Facilities Standards and Guidelines.
2. **Functions in Each Operational Posture**
3. **High Risk Posture**
   1. Photography & Videography (N/A)
   2. Media Operations
      1. Media interviews are held remotely.
   3. Print checks
      1. Print checks happen via US mail or home delivery.

Equipment or Files (N/A)

1. **Elevated Risk Posture**
   1. On-campus Photography & Videography
      1. **What is being done?** The UCM photographers and videographers will have limited access to campus to schedule photography that is populating University channels or required for university-wide publications or digital assets. Outdoor photography is the priority, with minimal photography taking place in campus facilities.
      2. **How it is being done?** The photographers and videographers will be deployed to campus by assignment only. Photography and videography shots will be assigned and vetted by authorized individuals who head these units. Final deployment will be cleared by either VC or Director of Administration. Requests will include:
         1. Date
         2. Time
         3. Space Details include who is providing building access if necessary
         4. Photographer

Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. Pitt faculty, staff or student names and email addresses. **Number of people/positions required on campus?** 1-2 people
    2. **Buildings** – Bellefield Hall (Photography Services Office) + TBD location(s) by assignment
  1. Media Operations
     1. **What is being done?** Pitt Staff members of the Media Relations team or the University Times will need to be on campus when and in-person interview is essential to the assignment: (1) to conduct in-person interviews with Pitt faculty experts (2) to interact with outside media who show up to campus uninvited (3) to facilitate interviews or photo shoots under special circumstances. Media interviews will be held outdoors unless absolutely necessary.

**How it is being done?** Required staff will be deployed to campus by assignment only. Projects will be assigned and vetted for essential designation by authorized individuals who head these units. Final deployment will be cleared by either VC or Director of Administration. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. **Number of people/positions required on campus?** 1-2
    2. **Buildings**- TBD by specific assignment(s).
  1. Print checks
     1. What is being done? Print checks happen via US mail or home delivery.
     2. How is it being done? Print checks happen via US mail or home delivery.
     3. Number of people/positions required on campus? N/A
     4. Buildings- N/A
  2. Equipment or Files
     1. What is being done? The executive leadership team and administrative staff may need to travel to campus to gather necessary equipment or files.

How it is being done? On a case-by-case basis to be determined by the nature of urgency. Will only travel to campus if there is no way to accomplish remotely. Final determination will be made by head of unit Vice Chancellor for the Office of University Communications and Marketing. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. Number of people/positions required on campus? 1-2
    2. Buildings- Craig Hall, Bellefield Hall, or Forbes Pavilion.

1. **Guarded Risk Posture**
   1. On-campus Photography & Videography
      1. **What is being done?** The University photographers and videographers will have limited access to campus for schedule photography that is populating University channels or required university-wide publications or digital assets.
      2. **How it is being done?** The photographers and videographers will be deployed to campus by assignment only. Photography and videography shots will be assigned and vetted by authorized individuals who head these units. Final deployment will be cleared by either VC or Director of Administration. Requests must include:
         1. Date
         2. Time
         3. Space Details include who is providing building access if necessary
         4. Photographer

Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. **Number of people/positions required on campus?** 1-6 people
    2. **Buildings** – Bellefield Hall (Photography Services Main Office) + TBD location(s) by assignment
  1. Media Operations
     1. **What is being done?** Pitt Staff members of the Media Relations team or the University Times will need to be on campus (when essential to the assignment) (1) to conduct in-person interviews with Pitt faculty experts (2) to interact with outside media who show up to campus uninvited (3) to facilitate interviews or photo shoots under special circumstances.

**How it is being done?** Required staff will be deployed to campus by assignment only. Assignments will be made and vetted for essential designation by authorized individuals who head these units. Final deployment will be cleared by either Ellen Moran, VC or Michael Balderson, Director of Administration. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. **Number of people/positions required on campus?** 1-4
    2. **Buildings**- TBD by specific assignment(s).
  1. Print Checks:
     1. What is being done? Pitt staff members will travel to Pitt Printing Services or local print vendors to check the quality of printed materials.

How is it being done? Pitt staff members will personally drive to locations and enter facilities to review printed documents. Time within the facility will be limited to checking printed documents prepared in advance. Authorization must be provided by individuals who head marketing. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. Number of people/positions required on campus? 1
    2. Buildings- TBD based on print vendor
  1. Equipment or Files
     1. What is being done? The executive leadership team and administrative staff may need to travel to campus to gather equipment or files.

How it is being done? On a case-by-case basis to be determined by the nature of urgency. Will only travel to campus if there is no way to accomplish remotely. Final determination will be made by head of unit, Ellen Moran, Vice Chancellor for the Office of University Communications and Marketing. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

* + 1. Number of people/positions required on campus? 1-6
    2. Buildings- Craig Hall, Bellefield Hall orForbes Pavilion.

1. **Transitions between Operational Postures**

As the environment shifts, the University’s Senior Leadership Team will make determinations about when the University’s operational posture must also shift to either more or less restricted.

As risk levels decline:

1. Shift from High Risk Posture to Elevated Risk Posture – (Step 1) Senior leadership team and designees will review the Activity Area Plan to ensure that all activities are still deemed critical and accurate. (2) Vice Chancellor for University Communications and Marketing will email UCM staff and inform them of the change in operational posture.
2. Shift from Elevated Risk Posture to Guarded Risk Posture-(Step 1) Senior leadership team and designees will review the Activity Area Plan to ensure that all activities are still deemed critical and accurate. (2) Vice Chancellor for University Communications and Marketing will email UCM staff and inform them of the change in operational posture.

As risk levels increase:

1. Shift from Guarded Risk Posture to Elevated Risk Posture - (Step 1) Senior leadership team or designees will review the Activity Area Plan to ensure that listed activities are still deemed critical and accurate. (2) Expanded leadership team will review any changes to the Activity Area Plan to ensure alignment across UCM. Will also discuss any potential areas of concern (3) Vice Chancellor for University Communications will conduct an all hands remote staff meeting to roll out the change in posture and provide a forum to field questions from UCM staff. (4) Vice Chancellor for University Communications and Marketing will email UCM staff and inform them of the change in operational posture. (5) UCM supervisors will check in with their direct reports to monitor plan for compliance and provide ongoing support.
2. Shift from Elevated Risk Posture to High Risk Posture- (Step 1) Senior leadership team or designees will review the Activity Area Plan to ensure that listed activities are still deemed critical and accurate. (2) Expanded leadership team will review any changes to the Activity Area Plan to ensure alignment across UCM. Will also discuss any potential areas of concern (3) Vice Chancellor for University Communications will conduct an all hands remote staff meeting to roll out the change in posture and provide a forum to field questions from UCM staff. (4) Vice Chancellor for University Communications and Marketing will email UCM staff and inform them of the change in operational posture. (5) UCM supervisors will check in with their direct reports to monitor plan for compliance and provide ongoing support.
3. **Stakeholder Outreach**

The Office of University Communications and Marketing’s key stakeholders are UCM staff, UCM senior leadership team, The Communications Council, and RC02 unit heads. Primary mode of communication will be through email updates and remote team meetings using the Microsoft Teams platform or Zoom.

1. **Monitoring and Amendment**

The head of each activity area is responsible for monitoring compliance with their activity area plan.