



Seasons

RETIREMENT COMMUNITIES

TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

During an outbreak, what information do you think is most critical to include when communicating with the public?

- A.** What information should be excluded? Why?
- B.** What outputs do you think would be most effective?

QUESTION 2

Would you have been satisfied with the external communications from the company as the loved one of a resident at Seasons? Why or why not?

QUESTION 3

What other measures could Seasons have taken, from a communications perspective, to keep its publics informed?

QUESTION 4

How will the pandemic affect the hiring process for front-line workers in the future?

- A.** Are there additional screenings or questions that an employer like Seasons should consider? Please explain.

QUESTION 5

What protocols should Seasons implement permanently following the pandemic? Why?