

Guidance for Announcing Condolences

Version 2.0; October 2020

Due to the size of the IFAS community, the task of acknowledging the loss of community members is potentially significant. These guidelines are intended to outline appropriate measures to recognize contributions, notify the IFAS community and incorporate the UF Strategic Communications and Marketing (UF SCM) protocol to avoid duplication. This guideline pertains only to IFAS-level organizational responses and communications tools/channels. Units may want to consider establishing guidelines within their group, if desired.

Organizational acknowledgements

- **Cards:** It is appropriate for units to send a card to the family.
- **Donations in the name of the deceased:** While this is often noted in obituaries, it is inappropriate for the university or IFAS to make donations. If the donation is asked to go to an IFAS unit or program, or if the person already has an established fund in their name, it is appropriate for communications to include a note on the process.
- **Flowers:** Units can send flowers if they wish, as appropriate, but it is not required. These may be paid for by colleague collection, or funds that allow for such a purchase (work with your finance unit to determine if there may be gift and tax limits and implications). The VP's office will establish its own criteria for sending flowers.
- **Attending services:** It is always appropriate to follow the wishes of the family. Colleagues can make their own decisions as to attending, just as they would any other member of the community. If it is deemed that an IFAS leadership presence is needed, appropriate attendance can be determined by the responsible unit head/ lead.
- **Statements:** The IFAS statement should be brief, appreciative of the role of the individual and, where appropriate, contain a link to the official obituaries. (IFAS does not write obituaries.)

Individual remembrances: In the IFAS community, it is common to form longtime working relationships and friendships. Individuals can acknowledge the person's passing as they wish.

Coping with loss: It can be surprisingly difficult to learn of the passing of a colleague or volunteer. UF's EAP program can assist <https://eap.ufl.edu/>.

When to issue an announcement:

Please use this as a guide to discuss and determine the appropriate dissemination of information.

Situation / Process	Responsibility	Vehicle/Outlet
Current Faculty: The University's practice is to announce the death of active full-time faculty members and senior staff, with appreciation statements as may be appropriate in the unique circumstances of each.	UF Strategic Communications and Marketing (UF SCM) IFAS Dean and department may choose to also make a statement or share UF SCM's w/additional comments	All staff letter/statement IFAS-ALL
Deaths of adjunct faculty and staff members may be announced at the discretion of the	Appropriate IFAS Dean's office	IFAS-ALL or BLOG in the case of faculty well

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<p>Provost or the applicable Dean, taking into account such factors as length of service, prominence, scholarship and professional achievements, and other connections with the University. Announcements should be coordinated with UF Strategic Communications & Marketing</p>		<p>known in the community</p>
<p>Former Faculty: It is the University's practice to note the death of former and emeritus faculty members in various ways (e.g., alumni publications, the University website). In cases of especially prominent former faculty member, the University may choose to issue a statement through UF Strategic Communications & Marketing.</p>	<p>Discretion of the Dean: IF individual played an integral role in IFAS, an announcement may be distributed to IFAS-ALL, and alumni</p>	<p>IFAS-ALL, alumni notes, blog</p>
<p>Current and Former Staff, Board Member: It is the University's practice to note the death of current and former senior staff in various ways (e.g., alumni publications, the University website) and in cases of especially prominent senior staff or Board member, the University may choose to issue a statement through UF Strategic Communications & Marketing.</p>	<p>UF SCM IFAS Dean and department may choose to also make a statement and/or share UF SCM's w/additional comments</p>	
<p>Volunteers: Because volunteers are generally program- and/or location-oriented, this is best handled on the local/Unit level. This announcement should not be shared on IFAS-ALL, IFAS Announce or the blogs/websites.</p>	<p>Program lead at the local/Unit level may choose to share a note on social media, send a card to the family or some other appropriate local gesture. If the program coordinates an annual memorial recognition, the name should be submitted to the program coordinator.</p>	<p>Local or program newsletters, social media sharing of a public obituary with note of thanks</p>
<p>Alumni: Typically, the death of a former student is noted in class notes in the appropriate publication. UF Advancement may choose to publish an obituary for noteworthy individuals, and this activity should be coordinated with UF Strategic</p>	<p>CALS level and Advancement coordination if appropriate.</p>	<p>Alumni and/or advancement notes</p>

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<p>Communications & Marketing and IFAS Communications.</p>		
<p>Current Student: Because the death of a current student may implicate privacy and other legal matters, the University will ordinarily refrain from proactively announcing the death of a current student. However, a public statement in connection with the death, in a manner consistent with privacy and other legal requirements, may be appropriate in certain circumstances, including but not necessarily limited to the following:</p> <ul style="list-style-type: none"> • In response to a media inquiry, or where the matter has already become public knowledge by virtue of news coverage and public comment by the University is deemed necessary or appropriate. • A statement by the University is deemed necessary to convey information important to student/public health or safety. • The death involves a matter of significant public interest, such as the COVID-19 pandemic. • The student played an especially prominent role on campus, such as a student-athlete or member of student government. <p>Any statement regarding the death of a current student should be coordinated through UF Strategic Communications & Marketing and, if practicable, made with the cooperation and consent of the student's family.</p> <p>NOTE: 4-H members and alumni responses should be coordinated with the Florida 4-H program</p>	<p>MANDATORY: THIS MUST BE COORDINATED THROUGH UF-SCM.</p>	
<p>Donors/ Advocates: Because significant donors are best known by the advancement team, it is appropriate that they take the</p>	<p>Advancement leads, coordinate with IFAS Communications and</p>	

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lead in decision-making regarding the level of announcement. Advocates, those who spend time and effort supporting UF/IFAS regardless of financial support, would be treated the same.	appropriate Unit to draft a statement and determine method of delivery. This can take the form of a blog announcement or IFAS Announce statement.	