Social Distancing Marketing Plan Proposal

June 5, 2020

Orange County Public Schools
Situational Analysis

The Public Relations department has been tasked with developing marketing collateral and signage informing employees and guests of social distancing standards.

The following slides are our recommendations to enhance health and safety at an OCPS work location.
Building Signage *(Exterior)*
VISITOR GUIDELINES

Please do not enter if you:

- Have chills, sore throat, cough or shortness of breath
- Currently feel ill
- Have known exposure to COVID-19
ATTENTION OCPS EMPLOYEES AND GUESTS

We are committed to protecting the health and safety of our community, guests and employees. In adherence to the CDC social distancing guidelines, we have enhanced our sanitizing procedures and increased the frequency.

Please DO NOT enter if you are sick.
FACE MASKS ARE HIGHLY ENCOURAGED WHEN SIX FEET OF SOCIAL DISTANCING IS NOT POSSIBLE
Check-In Signage
(District Information, Human Resources, Retirement Services, Finger Printing, Badge and FMLA offices)
VISITOR GUIDELINES

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FACE MASKS ARE HIGHLY ENCOURAGED WHEN SIX FEET OF SOCIAL DISTANCING IS NOT POSSIBLE
We’re committed to the well-being of our guests and our employees.

To serve as window cling on offices that have employee shields.
Directional Signage
To help maintain a 6-foot distance, our walkways/corridors are one-way.

Please follow the signs located on the floor.
Elevator Signage
ELEVATOR GUIDELINES

No more than two people in the elevator. If you are physically able, please take the stairs.
ELEVATOR RESERVED FOR FLOORS 2-4
ELEVATOR RESERVED FOR FLOORS 5-6
ELEVATOR RESERVED FOR FLOORS 7-9
Stairwell Signage
*To be placed outside garage and building staircase landings

TO HELP MAINTAIN A 6-FOOT DISTANCE, THIS STAIRWELL IS ONE WAY.
(EXCEPT DURING AN EMERGENCY)
*To be placed outside garage and building staircase landings

TO HELP MAINTAIN A 6-FOOT DISTANCE, THIS STAIRWELL IS ONE WAY.
(EXCEPT DURING AN EMERGENCY)
Floor Graphics/Clings
*To be placed on the floor outside offices that require check-in for services (i.e. District Information, Human Resources, etc.)
*To be placed on the floor in the lobby, garage, Half Moon Café ordering/checkout stations, and as guests enter/exit the building
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*To be placed on the floor of floors 2-9 for directional purposes
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Meeting Space Signage
Will be updated to be more specific for each conference room.

No more than ____ people in this conference room.

Mask highly recommended if social distancing is not possible. Thank you.
To support CDC social distancing guidelines, this room is not available for use.

Thank you
Cubicle Signage
*To be placed on the floor of outside of cubicle

PLEASE KEEP A SAFE DISTANCE
Common Area Signage
*To be placed on the floor of outside of cubicle

PLEASE REMEMBER TO
SANITIZE OR WASH YOUR HANDS
FOR THE SAFETY OF YOURSELF AND OTHERS
Breakroom/Cafeteria Signage
Variations will be created to reflect different capacities for each room.

**NOTICE**

No more than two people in the breakroom at a time.
*to be used on cafeteria and breakroom tables

<table>
<thead>
<tr>
<th>Thank you</th>
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<tbody>
<tr>
<td>Table is not available for use. To support CDC social distancing guidelines, this table is not available for use.</td>
</tr>
<tr>
<td>Thank you</td>
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</tbody>
</table>
Thank you

Only ___ per table.

Thank you
Restroom Signage
*to be used outside bathroom door

NOTICE

No more than two people in the restroom at a time
*to be used outside bathroom door

No more than three people in the restroom at a time
*to be used outside bathroom stall to limit capacity

NOTICE

RESTROOM TEMPORARILY CLOSED

for your health and well-being
Equipment Signage
PLEASE WIPE DOWN EQUIPMENT AFTER USE
Other Materials to Keep Employees Safe