Dear Awesome Students -

This is about as "real life" as it gets. Businesses are scrambling to respond and some (Google, for example) have closed offices. Heath care is being affected. Airlines are predicted to lose billions. Colleges are  canceling  face-to-face classes and meetings. Entire countries are canceling events and travel.

Meanwhile, life seems largely unaffected here in Northwest Arkansas. Yet, behind the scenes, multiple scenarios are being considered--the "what if?" questions are numerous and each of them has to be answered with the health and safety of 27,000 students, 1000 faculty, close to 1500 staff, AND the families and communities where all of the students, faculty, and staff live, work, and play.

So, what can you do? Here are a few things:

1. Wash your hands frequently and thoroughly. I'm serious. That's your best method of protecting yourself and the people you love. While you may not be at serious risk, members of your family, community, church, etc. may be at risk and none of us want to carry the virus to people we love.
2. Educate yourself about what is being communicated and how; share data and avoid wild speculation.  Stay informed by reading reputable sources of information; a few to consider are below, the UofA site and two I am following daily.
3. Make wise choices and be willing to change them, should the situation around us change. Be flexible and keep the long view (that trip or ball game is probably less important than the health and welfare of your loved ones).
4. Replace fear and/or skepticism with curiosity. This is a momentous event; it will be part of the history your children and grandchildren study. How prepared are we, whether globally or domestically? What type of communication and information seems to be helpful? How are businesses and other organizations being challenged? What will be the long-term changes? How long will it take to recover and will that recovery be different from the place where we started?

The UofA  and the Walton College are assessing on a daily basis what is in the best interest of the campus community.   ***Since marketing management is taught as a blended course, much of the content for the rest of the semester is in place, should any of us (or all of us) need to complete the semester online.***

In the meantime, think about the business implications of this outbreak, the communication challenges, and what you are learning (personally) that will help you weather similar challenges in the future.

Remember to breathe. Email, call, or come by if you are concerned or have questions...and wash those hands.

Dr. Miles

Reputable sources of information

* The official University of Arkansas Coronavirus site (this might be of interest to parents and friends) -   [https://health.uark.edu/coronavirus/](https://nam03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhealth.uark.edu%2Fcoronavirus%2F&data=02%7C01%7CJTrivitt%40walton.uark.edu%7Ce03fcc479a82470e6e6a08d7c516eaf1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637194574534074452&sdata=jb7b8c%2F33lg2zvDiCH5ijjNP%2By2KYGrVjzDYlPustQc%3D&reserved=0)
* European Centre for Disease Prevention and Control (note the daily updates, the effective use of data visualization, and the elegant simplicity of the site) - [https://www.ecdc.europa.eu/en/geographical-distribution-2019-ncov-cases](https://nam03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ecdc.europa.eu%2Fen%2Fgeographical-distribution-2019-ncov-cases&data=02%7C01%7CJTrivitt%40walton.uark.edu%7Ce03fcc479a82470e6e6a08d7c516eaf1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637194574534084450&sdata=f3ka7TcZhrf4rC%2F50zOEKdJKlYIrEyK%2FzrSiy8BuzYs%3D&reserved=0)
* The New York Times. Coronavirus Map: Tracing the Spread of the Outbreak (also updated daily with CDC data; scroll to the bottom for confirmed cases in the US) - [https://www.nytimes.com/interactive/2020/world/coronavirus-maps.html](https://nam03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nytimes.com%2Finteractive%2F2020%2Fworld%2Fcoronavirus-maps.html&data=02%7C01%7CJTrivitt%40walton.uark.edu%7Ce03fcc479a82470e6e6a08d7c516eaf1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637194574534084450&sdata=E5W7InHFEy%2BRWlnqN770Z0UVFAhQ4phkzw0wstM59BE%3D&reserved=0)
* Centers for Disease Control and Prevention (CDC) -  [https://www.cdc.gov/coronavirus/2019-ncov/index.html](https://nam03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Findex.html&data=02%7C01%7CJTrivitt%40walton.uark.edu%7Ce03fcc479a82470e6e6a08d7c516eaf1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637194574534094440&sdata=BCFcq2DcyVJp%2Fek0bUvYPNpoc2iTixmCYGq9z%2FZqC0c%3D&reserved=0)