



Communicating in a crisis

school security & safety solutions summit
2018



Crisis communication framework:

There is often no instruction list for administrators in terms of cases

Considerations:

- Working with Police, Fire, EMS
- Planning for crises
- Listing resources for internal teams
- Sharing information
- Reviewing incidents
- Revising plans
- Budget; Vendors

Solution to school violence is not one-dimensional:

- Internal audiences**
- External audiences**
- Compliance outlets**
- Media outlets**

Our plan:

There is often no instruction list for administrators in terms of cases

Intentional

Routine

Consistent:

- Work partners
- Plan for training
- Share information among teammates
- Review incidents
- Revise plans
- Budget for safety

Solutions are Case by Case:

Input from students crucial

- Character Ed Matters
- Internal audiences
- External audiences
- Compliance outlets
- Media outlets

Share!

I am sharing because I care

I am here because I have a responsibility for safety.

I am sharing our culture as much as the facts.

I will share my message across platforms to reach my audiences.





1.

Relationships & Roles differ for admin & Authorities

Start by educating each other
Next, educate others



Align your common
means of communication
& consistently use that
framework for each case



A.L.I.C.E. is only an Acronym: Explain what you do

- × Share your planning
- × Share your training
- × List your resources
- × Don't leave out WHO is a resource

Your audience will listen to you, read the content, and play "telephone" with it.

Repeat it at intervals

just the
Facts Mam!

Timing, Nature, Location, Circumstances of each case must be shared with your audiences

Emergency operations team

Speaker

School Leader

Prepared statements

Press known to speaker

Consistent update

State "last" update

Team

Briefed 1st

Review plans at beginning, during, and after

Prep statements

After Action Review a must

3 key points: communicating during a crisis

Proactive w Press

From the beginning until the end:

Update

Summarize

Thank those helping

Point Out Plans

Connect the district's plans & response.

Reiterate Facts

Don't:

Assume

Generalize

Label

Predict

Radio news travels faster to largest audience than any other form of local communication

A picture is worth a thousand words

Capturing images of law enforcement and schools working together with children.

A complex idea can be conveyed with just a single still image...



Crisis = Come together



Active shooter incidents since Columbine:

	Ohio	US	World
Active Shooter	7	208	18 (reported)
Fatal Incidents	1	27	13
<i>Averted Incidents?</i>	?	?	?

27

Fatal Active Shooter incidents since Columbine

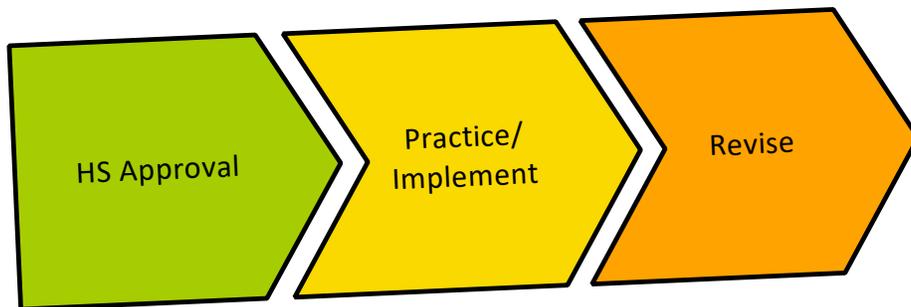
Not a question of IF, but WHEN

\$175,000
Operations Budget Spent on
Safety/Communications

6000 users
Break it down by the users

100%
Factual: Our Goal

Our annual process



Let's review some examples

Student Protest

Is the color of gold, butter and ripe lemons. I.

Violence on Campus

Is the colour of the clear sky and the deep s

Weather

Is the color of blood, and because

Call-In Threat

Is the color of gold, butter and ripe lem

Active Shooter

Is the colour of the clear sky and the dee

Bus Incident

Is the color of blood, and because

iphone resources

CrisisGo

Social Sentinel

Twitter Feeds



THANK S!



Any questions?

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Presentation resources:

Use these links for resources

- × <https://www.westword.com/news/parkland-to-columbine-school-shootings-list-9993641>
- × https://www.washingtonpost.com/graphics/2018/local/us-school-shootings-history/?noredirect=on&utm_term=.684ed9172e8d
- × https://en.wikipedia.org/wiki/List_of_school_shootings_in_the_United_States