

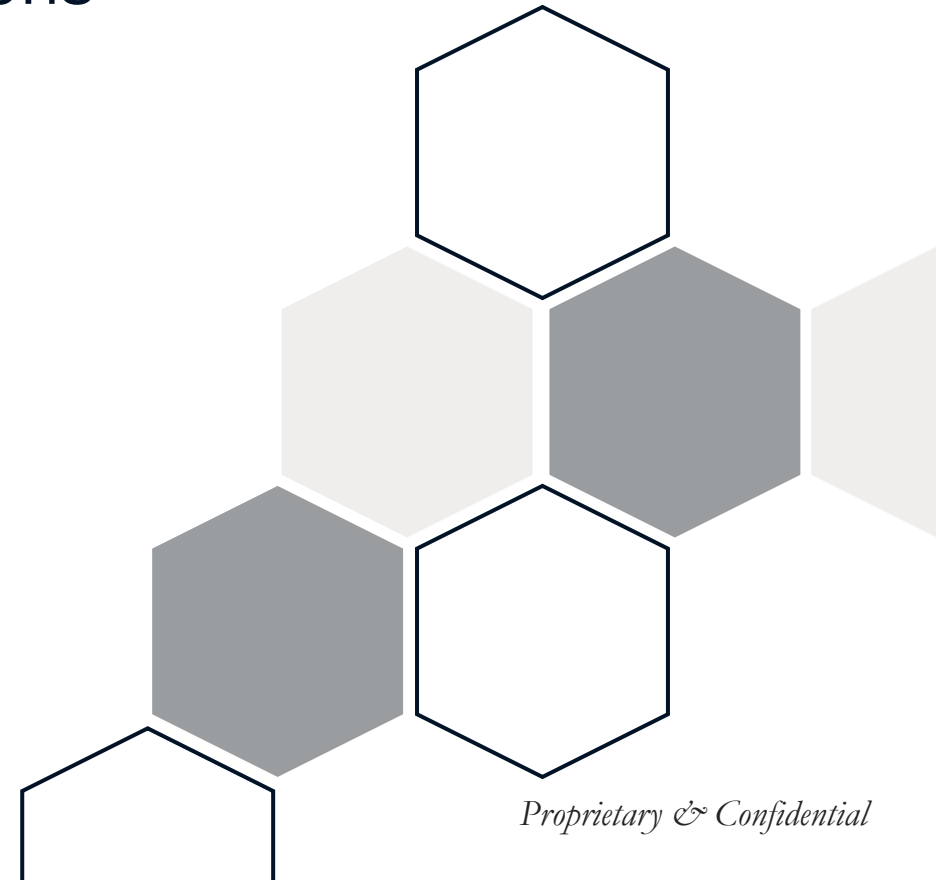
School-Based Crisis Preparedness and Response

JANUARY 19, 2024



Today's Agenda

- Welcome & Introductions
- Crisis & Issues Management Communications Best Practices
- Workshop: Creating a Decision-making Process for Social Justice Issues
- Q&A Session



Best Practices in Crisis & Issues Management





The Stages of Crisis Communications





The Stages of Crisis Communications





Three Steps to Prepare for a Crisis

1. Understand your vulnerabilities

- Assess what specifically could go wrong – fairly or unfairly

2. Create a crisis response plan (or at least framework)

- Identify how you will respond to various scenarios – who, what

3. Test the plan regularly

- People and situations change, so test your plan to ensure it is still relevant





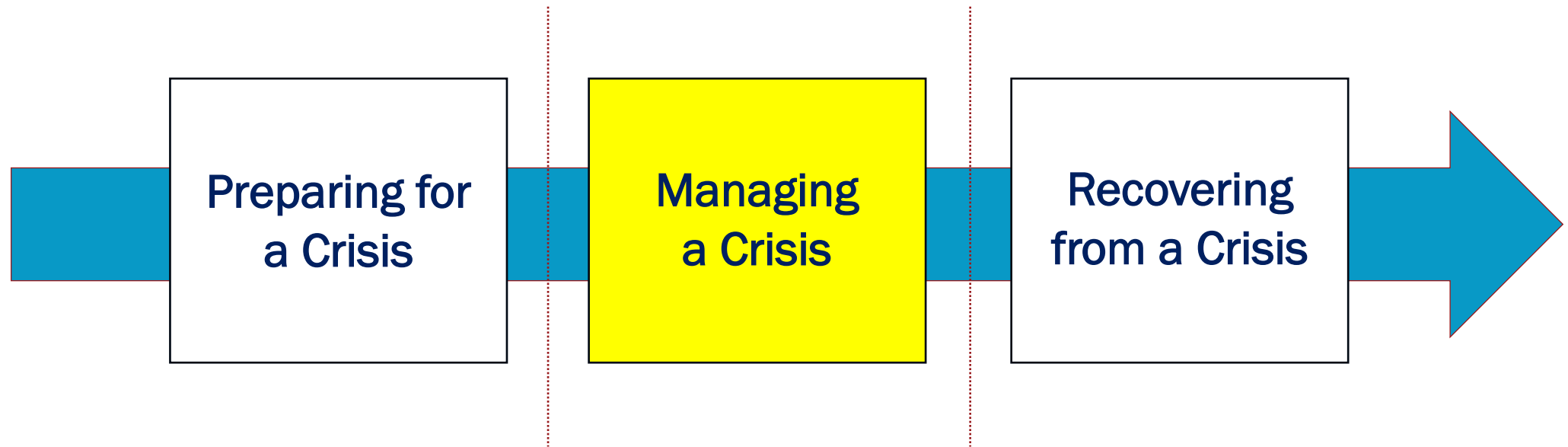
Preparing for a Crisis

“I couldn’t believe how fast events happened during our crisis. By the time we decided how to handle one issue, two more had appeared. I wish we had had more time.”

– COO, Regional Construction Company based in Colorado



The Stages of Crisis Communications





Your Biggest Threat

Then

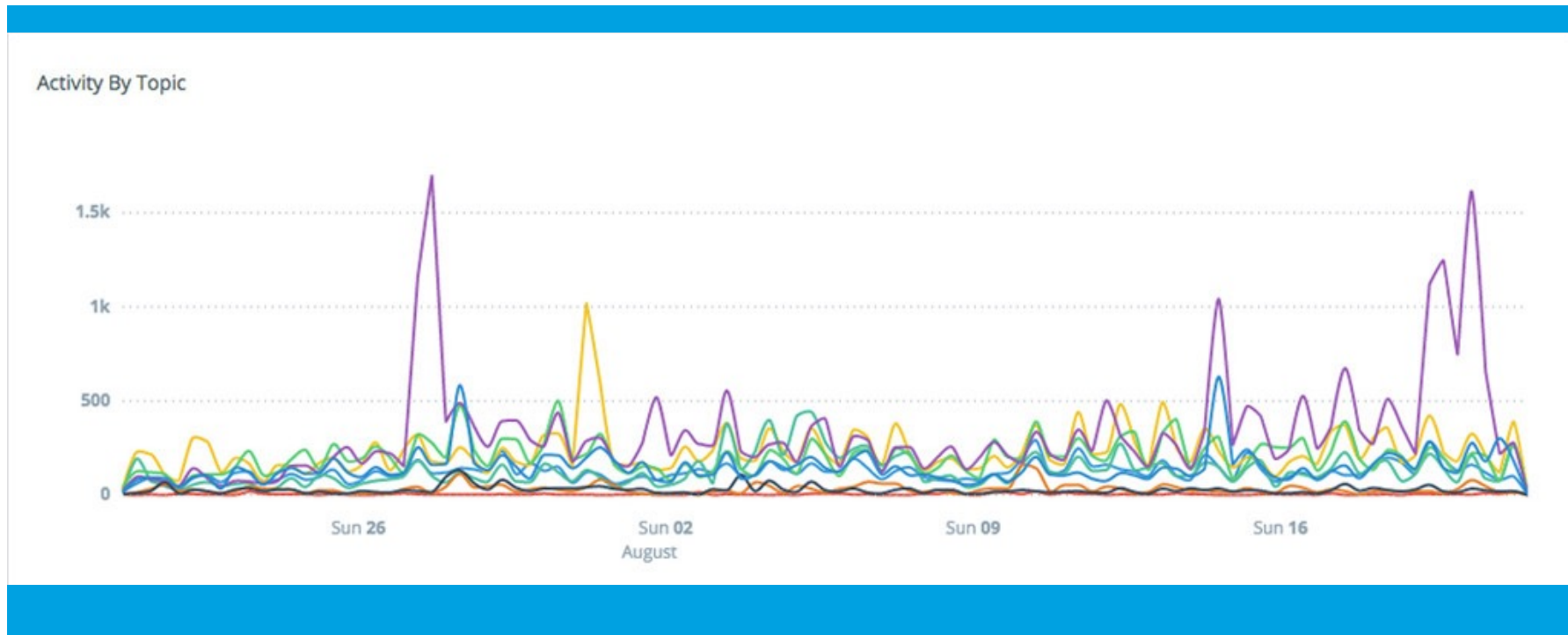


Now





The Result





Social Media – Best Practices

- Monitor closely using sophisticated tools to diagnose trends
 - Evaluate how loud the conversation is
 - Evaluate the quality of the people participating in the conversation
- Understand where the conversation is happening
 - Your social platforms? Or on less-visible platforms?
- Is the information being shared demonstrably false?
 - Do you need to correct the record?
- Are others stepping in to advocate for you?



Managing a Crisis – Steps to Take





Managing a Crisis

One of the most important things you can do is to

set expectations for board members

about what is about to happen.



The Stages of Crisis Communications





Recovering from a Crisis

When the crisis is over, the work is just beginning. The difference between just surviving a crisis and flourishing after a crisis is how you handle the post-crisis phase.

Goals:

1. Change the subject from the crisis
2. Change the first thought people have about your brand
3. Reinforce the type of school you are – trustworthy, ethical, honest



Examples





10 Tips for Managing a Crisis or Issue

- 1. Timing is Crucial**
- 2. Be Honest and Open**
- 3. Don't Forget Teachers and Staff**
- 4. Have a Plan and Test it Regularly**
- 5. Your Plan is Just a Starting Point**



10 Tips for Managing a Crisis or Issue

6. Social Media has Changed Everything

7. Go Where the Conversations are Happening

8. It Isn't Personal to Media

9. A Crisis is Like Being in a Boxing Match

10. Take the High Road

**Workshop: Creating a
Decision-making Process
for Whether to Comment
on Social Justice Issues**





The Past Five Years Have Been Extraordinary





The Result

Schools face challenges almost monthly on whether to weigh in on social justice issues.



How to Respond?

- Develop a framework to help you determine when to engage.



Step 1: Research

Our Findings

We asked senior executives to rate various social issues on a scale of 1-10 in terms of their relevance to the organization's mission (1 being the lowest relevance; 10 being the highest). The following are the randomized results:

	#1	#2	#3	#4	#5	Avg.	Range
Health Care Access	10	10	10	10	10	10.0	0
Black Lives Matter/Civil Rights	7	6	7	8	4	6.4	4
Gun Violence	1	5	8	3.5	4	4.3	7
Immigration	3.5	2	6	3	3	3.5	4
Voting Rights/Voting Access	4	3.5	4	1	3	3.1	3

Additionally, we asked executives whether the organization should be leading, trailing or in the middle of the pack when it comes to having a voice on social issues:

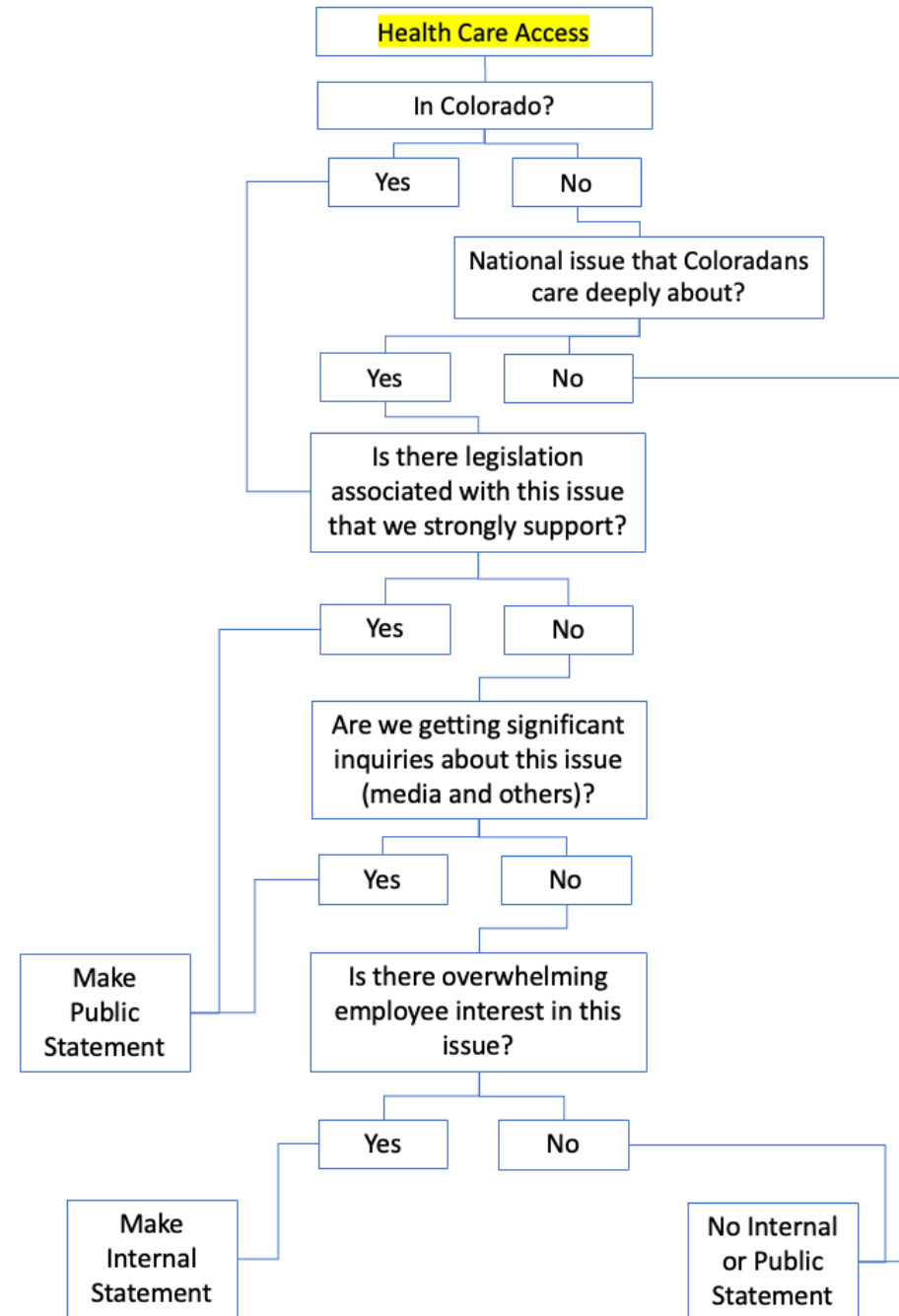
	#1	#2	#3	#4	#5	Total
We Should be Leading	✓		✓			2
We Should be in the Middle of the Pack		✓		✓	✓	3
We Should be Trailing						0

Finally, we asked whether the organization's voice is currently too loud, too quiet or just right on these issues:

	#1	#2	#3	#4	#5	Total
Our Voice is Too Loud						0
Our Voice is Just Right		✓	✓		✓	3
Our Voice is Too Quiet	✓			✓		2



Step 2: Develop a Decision Tree



Q&A



Thank You!

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