

University Crisis Response

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Types of Crisis

- ❖ Natural disaster
- ❖ Technological / facility crises
- ❖ Personnel crises / organizational misdeeds
- ❖ Health (Flu outbreak)
- ❖ Death / Violence



Crisis *Management*

Management of the reality of the crisis — making decisions, gathering resources, marshaling troops. Hopefully gaining the upper hand, preventing escalation, preventing great or greater harm.

Crisis *Communications*

Managing the *perception* of the reality of the crisis. Telling the public what is going on (or what you want them to know about what's going on). Shaping public opinion.

Laying the Groundwork

- ❖ Crisis Plan

- ❖ Identified spokesperson, LE liaison, media liaison

- ❖ Locations - command center, parent reunion site, media staging area

- ❖ Drill the crisis team

Crisis....

- ❖ Can develop fast
- ❖ Often unfold / escalate quickly
- ❖ Don't end until they end

3 Steps

- ❖ Identify your “keystone crisis”
- ❖ Isolate your crisis
- ❖ Manage your crisis



Crisis Communication Checklist

- ❖ Stay calm
- ❖ Contact LE, appropriate school officials
- ❖ Collect FACTUAL information - pass on to school officials, employees
- ❖ Contact students' families
- ❖ Work with LE for safe, manageable media staging area
- ❖ Provide current, verified updates to media regularly
- ❖ Use social media to post same updates

Crisis Communication

- ❖ You don't have to do on-camera interviews
- ❖ Be concise, stick to the facts
- ❖ It's okay to say "I don't know"
- ❖ Coordinate with LE on what information can be released.

Role of a Leader

- ❖ Crisis Leadership
- ❖ Remember every word & action conveys meaning
(competence, stability, sincerity, decisiveness, vision)
- ❖ Rituals of solidarity, mourning and commemoration

Communication Dissemination

