



School Safety & Prevention Series
with Rick J. Kaufman, APR

Crisis Communications Principles

What School Emergencies Taught Us

What we'll cover...

- Principles School Emergencies Taught Us



Rick J. Kaufman, APR
Crisis Communication
Consultant



Joshua Fuller
Marketing Manager

**Safe Schools.
Safe Students.**



Relationships

Strong relationships within the communication team, within the organization, with other agencies, with community leaders, and especially with students and parents can make or break a successful crisis communication program.

Christian Anderson
Jeffco Public Schools
Columbine Crisis Response Team

Crisis Prevention vs Crisis Response

Crisis Prevention

- Teachers build a rapport and trust with students
- Students empowered to “see something, say something”
- School culture embraces and celebrates the physical and emotional safety of students.

Crisis Response

- In a crisis, we serve children by responding to their psychological, emotional needs

Planning to Fail

2 Types of Crisis Plans

- Crisis Operations/Response
- Crisis Communications Plan

Purpose of crisis planning

- React quickly
- Define the situation, school system

Purpose of crisis communications plan

- Right info to right people at right time

Why Create a Plan?

- To create a system for getting resources to the right place, for a specific purpose, as quickly as possible.
- The plan (and process) must be flexible to be adaptable to changing circumstances.
- Outlines:
 - Operational & communications responses
 - How Ops & Comm teams will coordinate efforts
 - Integrates use of all communication channels

Crisis Communications Plan

- Communicate with honesty, candor & openness while acknowledging the risks
- Communicate with compassion, concern & empathy
- Collaborate & coordinate with credible stakeholders & sources
- Meet the needs of key stakeholder groups, including media; remain accessible & provide frequent updates



A crisis communications plan will not protect school systems from falling victim to a crisis. It will prepare your schools and your employees to identify risks and proactively respond as necessary to mitigate the threats.

Every school system will experience a crisis to some degree or magnitude. Stay vigilant and prepared. Critically review plans and responses, and learn how to effectively communicate in times of crisis.

Managing a Crisis is an Art

- PR = Building an Image
- Crisis Response & Communication = Protecting the Image



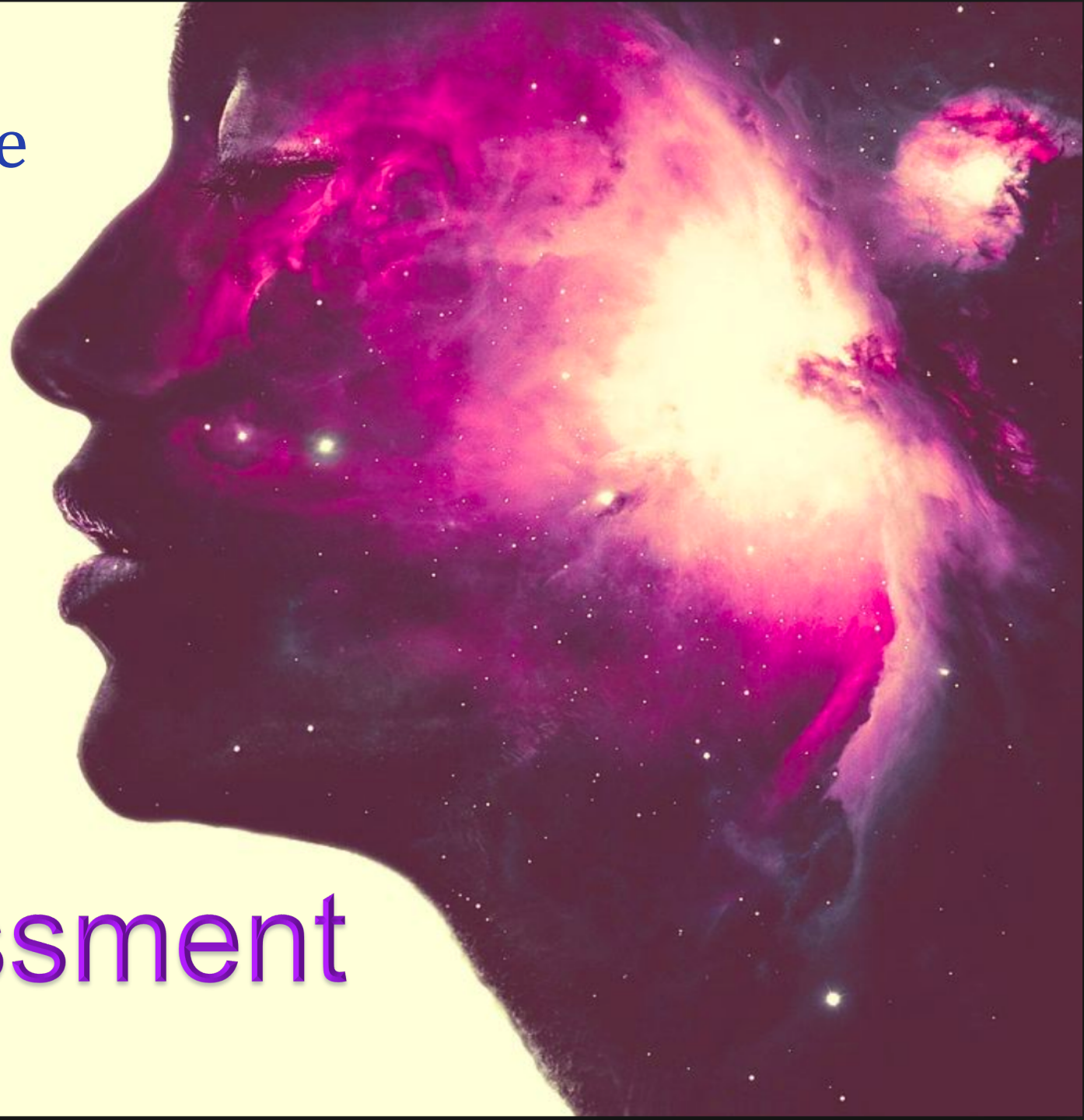
Strong crisis leaders ...

- Recognize significance of incident
- Seek to engage others to determine solutions, crisis response
- Work tirelessly to a desired outcome, knowing that often an imperfect decision is better than no decision
- Make calculated decisions, often in the face of withering criticism



Intuition is an inexplicable
force of nature; an ability
to sense a situation
influenced by experience
and knowledge.

Cardiac Assessment



Be Authentic



Grief and loss don't go away. We can't wish them away. They stay with us.

In time, we learn to live with the experiences.

The feelings. The memories.

Those experiences shouldn't define who we are or the work we do.

Turn the grief and loss into making a positive difference.

Above all ... take care of yourself



*We Are The Legacy
We Leave Behind!*

Parting thought...

“Our greatest glory (and challenge) exists not in ever falling, but in rising after each fall.”

~ Willis R. Kaufman (1936-1983)

A man in a teal t-shirt is carrying a young girl on his shoulders. The girl is wearing a white long-sleeved shirt and denim overalls, with her arms outstretched. The man's arms are also outstretched. They are positioned against a vibrant sunset sky with streaks of orange, yellow, and purple. The sun is low on the horizon, creating a bright glow. In the bottom left corner, there is a purple rectangular box containing white text.

We'd like to hear from you!



Rick J. Kaufman, APR
612.518.5498
rrkaufman154@gmail.com



Joshua Fuller
Marketing Manager
joshuafuller@peachjar.com



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Thank you!