

# COMMUNICATION FOR THE MAN-MADE CRISIS

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## What is the Man-Made Crisis?

- A traumatic event that seriously disrupts the learning environment
- Typically is sudden, unexpected, dramatic, and forceful
- May threaten safety and survival
- Is the result of deliberate or negligent human activity, as opposed to natural disasters

School shootings	Bomb threats
Student or staff deaths	Bus crashes
Outbreaks of disease or infections	Pipeline damage

# Mitigation/Prevention

- Districts are legally required to:
  - Adopt and implement a multi-hazard emergency operations plan (TEC § 37.108(a))
  - Conduct a safety and security audit of the district's facilities (TEC § 37.108(b))
  - Report results of the safety and security audit to the Board of Trustees (TEC § 37.108(c))

## Before the Crisis – Prepare

District Multi-hazard Emergency Operations Plan must provide for:

1. District employee training in responding to an emergency
2. Mandatory school drills and exercises to prepare students and employees for responding to an emergency
3. Measures to ensure coordination with:
  - the Department of State Health Services,
  - local emergency management agencies,
  - law enforcement, health departments, and fire departments
4. Implementation of a safety and security audit of district facilities at least once every 3 year

- TEC § 37.108 (a)

# Before the Crisis - Prepare

## ■ Identify Crisis Team Member Duties

- *These may vary depending on type of crisis, who is in attendance:*

Group Leader	Campus Liaison(s)
Police/Emergency Response Contact	IT Personnel
Scrivener (for white board/computer projector)	Social Media Monitor(s)
Communications (Internal & External)	Board Liaison/ Communications
FERPA Compliance Coordinator	Translator

# Before the Crisis - Prepare

## ■ Identify the Crisis Team

- *For example, “Level 1 Crisis Team,” “Level 2 Crisis Team,” etc.*
- Identify who needs to be called in for the particular level of crisis at issue

## ■ Subscribe to an Alert System

- Notifications can be sent via:
  - Text messages
  - Calls
  - Emails
    - Use discretion in the amount of detail in the alert:
      - “The Level 2 Crisis Team needs to report immediately to the Administration Building due to a social media threat”

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