# 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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## Title search: Communication for the Man-Made Crisis

Also available as part of the eCourse
[Advice and Tools for Managing Student Protests, Behavior Threat Assessment, and the Man-Made Crisis](#)

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