

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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