



FHSD Building Level Crisis Communication Plan

Crisis communication is a process to manage the key messages, strategy, timing, and communication channels necessary to communicate effectively with employees, students, families, media, and community stakeholders. The goal is to facilitate the rapid de-escalation of the crisis through timely and effective communication methods.

What is done in the first 60 minutes of a crisis is crucial in informing stakeholders and determining public perception of the crisis. As a building administrator, it is essential that you do the following if there is a crisis in your building –

1. Act decisively to ensure the health and safety of students and staff and the protection of district property.
2. Notify the appropriate administrator on the Emergency Call List.
3. Gather as much information as possible to understand the situation and define the problem.
 - a. What happened? Focus on facts.
 - b. Where and when did the incident occur? Be specific.
 - c. Who was involved?
 - d. What are we doing to rectify the situation?
4. Work with the Chief Communications Officer (or appropriate Communications Department staff) to create an initial message and determine distribution channels.

The Communications Department will assist in disseminating information about the situation to your building staff, parents/guardians, and the community, in that order.

Communicating in a timely manner with parents/guardians during a crisis is essential. In order to do that, it is important that all contact information be kept up to date. Please remind parents to regularly update phone numbers and email addresses as soon as any change is made.

All buildings should have a communications “go kit” for crisis situations in their SEOP binder that includes the following:

- List of school emergency procedures
- Student enrollment roster
- List of students with special needs and descriptions (medical information card)
- List of school and building personnel with contact information
- Contact lists for parents and guardians

Building Crisis Communication Flow Chart

