

Crisis Management

When a crisis situation occurs within the school community, the effects are felt throughout the system, underscoring the importance of attending to the needs of both students and staff. In such situations, it is important that a timely and effective intervention be provided to those affected.

The district's first priority in dealing with a crisis shall be to ensure the safety of staff and students. In accordance with this priority, the Board directs the superintendent to ensure that each district building develops and implements written crisis management procedures which shall include procedures concerning building evacuation and the designation of an alternative site for staff and students in the event of a building evacuation, communication with and assistance from law enforcement, the fire department and other emergency assistance entities; the filing of each building's layout with the local law enforcement agency; procedures for notifying parents and legal guardians; and other procedures to address crisis management concerns.

The Board designates the superintendent or his/her designee as the district's spokesperson responsible for communicating with the media and the public in the event of a crisis. In the absence or incapacity of the district's spokesperson, the Board designates the Public Information Officer as the district's alternate spokesperson.

The Board also directs the superintendent to establish a crisis management training program for all employees to instruct staff of district and building crisis management procedures to be followed in the event of a crisis.

Adopted: March 15, 1988
Revised: November 2000

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During a crisis, the district's designated spokesperson shall communicate with the media and public as follows:

1. Inform employees about what is happening as soon as possible.
2. Designate a central source as the crisis communications center to coordinate information gathering and dissemination.
3. Instruct employees to refer all information and questions to the communications center.
4. Remind employees that only designated spokespersons are authorized to talk with news media.
5. Take initiative with news media and let them know what is or is not known about the situation.
6. Contact the top administrator or designee to inform him or her of the current situation and emerging developments.
7. Delay releasing information until facts are verified.
8. Provide a concise, clear and consistent message.
9. Assign staff members to handle phones and to seek additional information.
10. Keep a log of all incoming and outgoing calls and personal contacts.
11. Have key people relieved from their normal duties so they may focus on the crisis.

Adopted: November 2000