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IN THE EVENT OF A CRISIS

Command centre: President's Meeting Room

1. **Assemble a crisis communications team:**
   o Draw from 4 key groups: President's Advisory Council (PAC), Chair/Vice-Chair of the Board, Communications, Legal (as required)
   o the team is responsible for gathering and verifying all facts surrounding the crisis

2. **Determine who will lead the crisis communications team** to ensure a speedy, accurate, and confident response.
   o Internal lead: President or CFO
   o External lead: Chancellor or Chair of the Board, working with Communications

3. **Appoint organizational spokesperson.**

4. **Establish a clear chain of command** so that all information and communication decisions about the crisis go through the leader of the crisis team – make it clear to all members of the team that **the lead** is responsible for all communications response.
   o Board/Faculty —> Senior Staff —> PAC

5. **Team Leader responsibilities:**

   i) Monitoring threats: subscribe to alerts with organizational and brand names, executive leadership names, etc.
      a. IT Manager to support in monitoring web alerts as required.

   ii) Convening the crisis team: let the team members know when to meet. Brief the team on all the facts of the threat as they are known.

   iii) Collecting facts: gather and log all information surrounding the crisis. Collect, confirm, and assess all facts.
      a. Consider the need to bring in external experts: e.g. legal team, crisis communications company, etc.

   iv) Assigning response activities to all persons on the team: write reactive statements, review statements, deliver statements, reach out to others.

   v) Coordinating messages: approve and coordinate the timing and means of delivery of outgoing messages.

   vi) Updating executive leadership team: update the senior leadership team and board on the communications surrounding the crisis.

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CANADA

6. **Draft first communication with expedience.**

7. **Developing reactive statements.**

8. **Apology statements.**

9. **Appoint someone to keep accurate records of those who help.**

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