

IN THE EVENT OF A CRISIS

Command centre: President's Meeting Room

1. Assemble a crisis communications team:

- Draw from 4 key groups: President's Advisory Council (PAC), Chair/Vice-Chair of the Board, Communications, Director of Indigenous Studies, Legal (as required)
- 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.

- Internal lead: President or CFO
- 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.

- 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.

6. Draft first communication with expedience.

7. Developing reactive statements.

8. Apology statements.

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