



Crisis Communication Planning

Faculty Notification for School Closures Events

Although the School maintains an updated Faculty and Staff Phone Tree, it is not always the most reliable method for notification. Please note that faculty and staff are expected to access the same open communication channels as outlined below in the case of weather, emergencies, or other events which might result in a school closure.

- **Major news organizations for immediate broadcast.**
- **The school's phone number, XXX-XXX-XXXX, will provide the latest ongoing information regarding school closures.**
- **E-notification through XXXXX.**
- **Updates on school website homepage, Social Media.**

Following a closure event, faculty and staff are expected to monitor these channels closely and report to work 30 minutes prior to the opening of school as communicated above. Should local weather or emergency conditions prohibit faculty and staff from coming to School regardless of a re-opening, they are expected to contact their immediate supervisor or division head so proper coverage can be arranged.

School-wide Communications Methods

Alerts

Weather Radio on campus

State and County Emergency Notification System (ENS)

Contact with Crisis Command Team

Crisis Incident Commander will email and telephone via cell phone

Walkie-Talkie or Radios

Contact with On-Campus Faculty, Staff and Students

Public Announcement System

Walkie-Talkie or Radios

Quick Access or Punch Alert or Remind or XXXXX

Contact with Outside Responders

Phone system

Cellular phones as back-up

Contact with Parents/Families

Website

SMS E-mail system

Quick Access or Punch Alert or Remind or XXXXX

Social Media

Phone Message

Public Information/Communications

The Director of Communications is a member of the Crisis Command Team and carries out communication responsibilities under the direction of the Crisis Commander.

Internal communication to the Crisis Command Team is carried out by the Head of School or his/her designee on the Crisis Command Team. Communication to students, faculty and staff to alert them that there is a crisis and the nature of that crisis is delineated under each of the sections specific to a particular crisis.

External communications are managed by the Director of Communication and include three major constituent groups:

1. Parents

- The time and method of notification is dependent on the nature of the crisis. Bad weather may allow advance warning to parents through the website, Social Media, informational sheets in student backpacks, and phone calls.
- For incidents such as bomb threats, lock downs, and tornadoes where the crisis is immediate, parents will be alerted at the first opportunity via available channels, and a full explanation of the crisis will be provided to parents in a letter from the Head of School.
- For incidents where a crisis is averted and parents are not required to take action such as picking up their children, information will be sent home via email from the Head of School.
- If parents are required to pick up their children at the school, an email will be sent to each parent, and information will be posted on the school's website, Social Media. Only custodial parents may pick up their children, unless specific instructions have been provided to the school. The school will care for children on site until parents can pick up their children.

- If the school site is not accessible for parents to pick up their children, the children will be escorted to the parking lot on XXXXXXXXXXXX or to the nearest place of safety in the neighborhood. Students will be cared for by school staff until the custodial parent can pick up the child.
- If parents are not able to access the school immediately upon notification of a crisis and the students are not able to be released immediately, parents will be asked to gather at XXXXXXXXXXXX until the students can safely be escorted to meet their parents. A member of the school staff will be assigned to join the parents and provide ongoing communication between the parents and the school as soon as is humanly possible, preserving the safety of the students and the staff.

2. Board of Trustees

The Board of Trustees will be made aware of the crisis by e-mail or phone as soon as possible by either the Head of School or the Director of Communications. Ongoing information will be sent by e-mail, with a full report of the crisis and the response to the crisis to be given to the Board through a written summary at the conclusion of the event.

3. Media

The Director of Communications, and only this individual, will respond to media inquiries in order to assure accuracy of information and to protect those directly involved in the crisis.

Photography opportunities on site, particularly as they involve students, are at the discretion of the Director of Communications, who will be guided by concern for the protection and safety of the students, the privacy rights of young people, and the wishes of parents.

The Director of Communications in consultation with the Crisis Commander reserves the right to limit physical access of the media to the school during a crisis. If the media is not able to be accommodated on school property, a representative of the school will meet with them on XXXXXXXXXXXXXXXXXXXX or other designated location to brief them and keep them updated.

The school appreciates the role of the media and will welcome their assistance in communicating with the parents and the community about the nature of the crisis and the actions being taken.