



Crisis Communication Plan

Prestonwood Christian Academy

Crisis Communication Plan

Weather Emergency

July 10, 2017



Critical Incident Management Team Response

In the event of a winter storm closing or other emergency the school website will be updated.

The members of this team include:

- Executive Team
- Head of School
- Communications Team
- Principals

Three media connections will provide up to date information.

- KCBI Radio – 90.9 FM
- WFAA Television – Channel 8
- KLTY – 94.9

If the risk of a tornado or other severe storm is confirmed during the school day, teachers will be notified over the intercom or by two-way radios (using Channel 4) and will need to prepare to take action if needed.

There are weather emergency radios located in the school:

- In the Lower School office (on both campuses)
- At the Upper School in the PCA Operations office
- Head of School's Office
- Church Facilities Office

Depending on what time the severe weather is supposed to hit, school administration should consider doing the following:

- Suspend off-campus lunch
- Delay/expedite school release
- Cancel after school activities/games
- In the case of large amounts of snow/ice cancel school

Teacher/First Responder Duties

Teachers should check their email for updates.

If emergency action is needed and the intercom system is down, then sweepers will go to each room to inform teachers of the situation.

Staff members must remain calm in order to keep students calm.

All facilities will need to shut off gas utilities.

If a tornado or severe storm actually strikes the campus or an area near the campus, students must remain in their safe location, assuming that this location is still safe. They must remain there until a staff member can inspect the damages from the storm. Once the inspection is complete, Principals will give further instructions.

Once it is confirmed that the storm has passed and that there are no damages to the building, an “all-clear” will be given and students will be allowed to go back to class. If the power is out students will either stay in the safe location, or return to class if it is safe.

The all clear signal will be given by administration and sweepers.

Messaging

The receptionist needs to have a standard message when it comes to severe weather.

- In the case of an impending snow/ice storm the message should say: “We will be releasing our students early today, stay tuned for the official early release time.”
- In the case of an immediate severe storm, like a tornado, the message should say: “We will be holding all students until the threat of this severe storm has passed.”

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Faculty Member Falls from Grace

July 10, 2017



Critical Incident Management Team Response

In the event that a member of Prestonwood Christian Academy's staff was to do something against PCA's code of conduct immediate action must take place.

The members of this team include:

- Head of School
- Executive Team
- Communications Team

- Principals
- External Public Relations firm
- Legal Council
 - These should be the first people talked to

When the occurrence of the incident is first made known, contact the Head of School directly to inform him of what has taken place.

Once the Head of School has been contacted, he can ask to speak with the faculty member who has broken the code of conduct. This will allow the Head of School to find out exactly what happened before proceeding.

- When the Head of School is deciding how to handle the situation he must take into account how much he knows about the individual. Does the individual have students enrolled at the school? Does their spouse work at the school as well?

It is important to note what role the individual had at the school when determining what message to send out to fellow staff and the students about what has happened.

If the individual has students enrolled at the school, then guidance counselors or campus ministry would need to get involved.

Messaging

When informing students and staff about the incident be as guarded as possible. Don't directly say that a staff member fell from grace. The individual could have family at the school and saving their reputation as much as possible will make things easier on the family. Use phrases like, "we had to release a member of our staff..." or "one of our staff members will not be returning to PCA."

There needs to be a standard message teachers will say to their students after the incident. The message needs to include, “please continue to pray for this individual and their family.”

Do NOT speak to the media. Now that the legal council is involved it is not okay to speak to the media in any way.

Handling the Faculty Member

After informing the community of what has happened then the faculty member’s career at PCA must be evaluated.

The faculty member’s time at PCA must come to an end if they break the code of conduct.

Post Removal from the School

Once the faculty member has been removed from the staff, any pictures of them on PCA media or the website must be removed. If law enforcement has to be involved, you don’t want that individual to be connected to PCA in any way.

All passwords must be changed on any program the individual had access to.

Make sure the removed faculty member doesn’t have access to any financials connected to the school.

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Fire

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In the event of a fire, the first responder must do the following

- If anyone has a visual of the fire, they should immediately pull the fire alarm. This alarm will notify 911 responders and security.
- If there is just a suspicion of a fire, contact administration or principal and tell them about the location and the reason for concern.
- Make sure to keep an eye out for any changes in condition.

- Stay at the scene where the fire is suspected until an administrator can come evaluate the situation.

Teacher Duties

- In the event that there is a fire teachers need to monitor their email for updates.
- Each teacher must know the assigned exit route for the room that they teach in. There is a fire exit map posted outside each room.
- Every teacher must take their radio and class list/grade book with them in the event that there is a fire or a drill. In case of an actual fire, the teacher should have their students' emergency contact information and activities for the students with them.
- Teachers must train their students that there is NO TALKING during a fire drill or a real fire emergency. They should teach them to listen and think during this crisis situation. They should not go immediately to the door, they should watch for the fire, flying debris and listen to the instructions over the intercom.
- When leaving the room make sure to turn the lights off and leave the door unlocked and closed.

All students must be accounted for during the emergency or the drill.

- Teachers must contact the school receptionist to confirm that any student missing from class is accounted for on the sign in/out sheet at the front desk. If there is a student missing tell the receptionist by using the radio (using Channel 4). It

should also be reported if the teacher has a student with them that is not part of the class.

The Upper, Middle and Lower School receptionist must have their students' emergency contact information, daily attendance records and the sign/in out book with them during the evacuation. The School Administrative Assistant is the assigned back up for this role.

The School nurses are required to bring any necessary medications and their students' personal contact information with them during the evacuation.

If it is safe enough, the sweepers will inspect their assigned areas to make sure everyone has left the building.

All Principals should contact their grade level teachers to make sure all students are accounted for.

The Upper School must notify the SFC (ext. 5227) in the event of an emergency.

Critical Incident Management Team Response

- An administrator or designated individual will call 911 and PBC security (using channel 2).
- Notify other divisions of the situation since the alarm will only go off in the building affected. PBC's children's department needs to be contacted (ext. 5335, 5336, 5330, 5338) if any shared space is affected.
- Head of School or another designated individual will contact PBC senior staff about the situation.

The members of this team include:

- Executive Team
- Head of School
- Communications Team
- Principals
- Plano Fire Department

In the event that campus must be evacuated, teachers and students will be told where to go to get to the evacuation location. Once they are there, teachers must take roll again to make sure everyone is present. As parents start to pick up their children the teachers must mark off who the student left with on their roll sheet.

Messaging

The receptionist needs to have a standard message in this case. The message should say: “We have a plan implemented and a designated location to take our students during this event. Once all students have been moved to safety we will begin contacting parents to come pick up their children.”

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Campus Shooting

July 11, 2017



Critical Incident Management Team Response

In the event of a shooting on campus the school must go into an immediate hard lock down. Verbiage for a hard lock down is:
"Teachers, at this time we need to execute hard lock down procedures. Please secure your area and sign on to your email for further instructions. This is not a drill. Please disregard all other alarms. All sweepers need to begin performing their sweep duties at this time."

The members of this team include:

- Executive Team
- Head of School
- Communications Team
- PBC Security Team
- Police Department

Hard Lock Down

In the case of a shooting on campus, the school would need to go into a hard lock down. The verbiage for this lock down is: “Teachers, at this time we need to execute hard lock down procedures. Please secure your area and sign onto your email for further instructions. This is not a drill. Please disregard all other alarms. All sweepers need to begin performing their sweep duties at this time.”

Procedures for a hard lock down

- Panic Button Alarms (where applicable)—when panic button alarms are sounded, everyone must move to hard lock down procedures.
- A hard lock down could be announced over the intercom/radio (using channel 4).
- Once the lock down has begun, teachers need to check their attendance book and make sure all students are accounted for. If there are students missing teachers must radio to the receptionist (using channel 4) to verify that the student is counted absent for the day.
- If there are students outside on playgrounds they need to be taken inside by way of the closest entrance and find the nearest classroom to seek shelter in.

- The Upper School office must call the SFC (ext 5227) and alert Main Street in the event of an emergency. Any PCA students in the SFC must remain there until further notice.
- Head of School offices will inform PBC Security of the situation (using channel 2) and will then call 911.
- Remain in hard lock down until police and other members of the staff have deemed it safe to come out of lock down.

Messaging

There needs to be a standard message for the receptionist to say if parents call the school about what is going on. The message should say: “We are unable to disclose any information at this time, but we have taken every safety measure possible to keep your student(s) safe. More information will be given once the situation has been handled.”

Do NOT speak to the media about the situation.

If you are contacted by the media, transfer them to the Media and Communications department.

Counseling services should be provided for the students who were impacted by this lock down.