



# POLICY AND PROCEDURE GUIDE

CHAPTER: ADMINISTRATIVE SERVICES  
 SECTION: CRISIS COMMUNICATION PLAN

## GBC CRISIS COMMUNICATION TEAM

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## Meeting Place

In the case of a Crisis or Emergency, the Crisis group will meet in one of the following:

- Conference Room/Berg Hall
- High Tech Center

The group will meet in Berg Hall if safety is not compromised. If Berg Hall is unsafe, the group will meet in the High Tech Center.

## Crisis Communication Steps

1. **Handle immediate needs.**  
Follow the GBC Emergency Procedures as indicated in the *Policy and Procedure Guide*, Administrative Services Chapter, Section Emergency Procedures.
2. **Identify the crisis**
  - Safety
  - Employee problems
  - Community concerns
  - Pending lawsuits
  - Regulatory crisis
  - Program or school closing
  - Layoffs
  - Financial concerns
  - Death or serious illness of CEO or other key executives
  - Activist protests
  - Other
3. **Critical questions to be answered (if applicable)**
  - What is the main issue of the potential crisis, and which department(s) will need to respond?
  - How might the crisis escalate, and what would be the range of this escalation?
  - Is the College in violation of any regulatory, local, state or federal statutes and what could be the implications?
  - What are the legal ramifications?
  - Does the crisis involve environmental concerns or affect the safety of the community?
  - What could be the short- and long-term effects on the College?
    - Its classes?
    - Its ability to continue operating effectively?
    - How would finances be affected?
  - What impact will the crisis have on students and/or the Elko community and their perception of Great Basin College and its services?
  - How might donors be affected by the crisis?
  - What knowledge do our employees have regarding the potential issue/crisis, and how will this affect the future students?
  - How much and with what intensity will the media be interested in such a crisis?
  - Is the crisis just the tip of the iceberg of a much larger and potentially more damaging crisis?
  - It is important for the College to examine the issue and see if it can lead to or point to even greater problems such as known safety concerns, simmering employee relations problems, and other potential "cans of worms?"
4. **Strategic Communication Questions**  
Answer all questions that are applicable to the situation.
  - What strengths does the College possess in relation to the potential crisis?
  - How might the College minimize the issue? Impact?
  - Can the College form a coalition with others to attack the issue or crisis?
  - Who can help the College and how (potential allies)?
  - Who might stand to gain from the College's misfortune, and how should this be handled?
  - Who, outside the College, can be a resource or offer assistance?
  - What speech or public awareness opportunities does the College have related to the issue?
  - What additional information or research does the College need on the issue?
  - What backgrounds have been developed on the subject?

5. **Identify all the key public persons relative to the crisis situation**
  - Department Heads
  - Key Faculty and or Faculty Chairs
  - Board of Regents
  - Chancellor's Office
  - President's Advisory Board
  - Foundation Board of Trustees, Chairman
  - Elko High School
  - Elko City Mayor
  - Employees
  - Friends of the College
  - Neighbors (within the immediate business area)
  - Vendors
  - Other
  
6. **Decide which channel of communication best serves key public persons.**
  - News conference
  - Press releases
  - Teleconferencing
  - Interactive video
  - Telephone calls
  - Personal visits
  - Interoffice memos
  - First-class letter
  - Emails
  - Faxes
  - Overnight mail
  - Advertisement
  
7. **Outline Key Messages (see Message Development Worksheet)**  
Draft statements that will be used answering the questions in Section 3 and 4.
  
8. **Determine Logistics for Crisis Situation (See Crisis Communication Checklist).**  
**From the Main Crisis Communication team determine which of the following functions each person will be assigned.**
  - Communication with employees.
  - Telephone operation.
  - Communication content.
  - Communication backup.
  - Sensitive material copying assignment.
  - Rumor management inside/outside the college.
  - Addressing College customers.
  - Coordination of College with the hospital for gathering information on conditions.
  - Ensure hospital protects individuals from media intrusions.
  - Coordinate information with the College/hospital/media.
  - Coordinate emergency transportation to off-site campuses if needed.
  - Coordinate with Fire and Sheriff/Police for assistance.
  - Site coordination.
  - Spokesperson.
  - Spokesperson backup.
  
9. **Log calls**  
All calls should be logged and comments recorded incase follow up is required.
  
10. **Working with the press: a positive action.**
  - With a crisis communication action plan in motion, the College can be active rather than reactive.
  - The College will be more able to control the message.
  - Misinformation will be limited.
  - College image will be maintained. (In control of situation, helpful, sympathetic, etc.)
  - The media may serve as additional resource channel to key public officials.
  
11. **After the Crisis/Analysis**  
Evaluate, with the Crisis Communication Team, what went right, what worked, what didn't work etc. Revise the plan for future needs.
  
12. **Recovery and Rebuilding**

# GBC CRISIS COMMUNICATION

## *Crisis Communication Plan Worksheets*

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Telephone Log .....	8
Media Contact Sheet .....	9
Crisis Communication Evaluation Sheet .....	10

# GBC CRISIS COMMUNICATION

## *Crisis Communication Assignments*

Team Members	_____
	_____
	_____
	_____
Site coordinator	_____
Spokesperson	_____
Back up to spokesperson	_____
Receptionist	_____
Plan developer	_____
Plan distribution	_____
Plan update	_____
Command post center	_____
Media center location	_____
Channel(s) of communication	_____
	_____
	_____
	_____
Key messages	_____

# GBC CRISIS COMMUNICATION

## *Message Development Sheet*

Write down three key messages that the College wants to communicate during a crisis.

1.

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2.

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# GBC CRISIS COMMUNICATION

## Potential Problems Worksheet

NO.	PROBLEM/ISSUE	HOW POTENTIAL PROBLEMS MAY OCCUR	SEVERITY/ ESCALATION POTENTIAL
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
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22.			
23.			
24.			
25.			
26.			



# GBC CRISIS COMMUNICATION

## *Telephone Log*

DATE	TIME	INDIVIDUAL	COMMENT	ADDRESS/PHONE	CALL BACK



# GBC CRISIS COMMUNICATION

*Crisis Communication Evaluation Sheet*

<b>PUBLIC</b>	<b>MESSAGE</b>	<b>COMMUNICATION CHANNEL</b>	<b>INDIVIDUAL(S) RESPONSIBLE</b>

# GBC CRISIS COMMUNICATION

## *Crisis Communication Plan Key Public Contacts*

UCCSN Board of Regents .....	12
UCCSN Campuses .....	12
Chancellor's Office .....	13
Great Basin College Advisory Board .....	14
Great Basin College Board of Trustees .....	15
Great Basin College Department Chairs .....	16
Great Basin College Classified Counsel Board .....	XX
Great Basin College Associated Student Body Officers .....	XX

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