

# Navigating Your Way to a Comprehensive Crisis Management Program

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# Overview

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- Context of crisis management
  - Definition of crisis
  - Crises in residential life
  - Developing a program
  - Case Study: OSU Dept. of Res Life
  - Goals for the future
  - Reflections
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# Major Crises

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- Hurricane Katrina
  - Virginia Tech Shootings
  - Union University Tornado
  - Northern Illinois Shooting
  - They happen more than you think
  
  - *What impact have these events had on your institution?*
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# Momentum for Change

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- Increased expectations

*From students, parents, politicians, and the media*

- Impetus for action

*Changes are being made, must be proactive*

- Greater sensitivity to behavioral concerns

- Reevaluate current practices

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# Definition of Crisis

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- “How an organizational unit defines crisis has a significant impact on the crisis management system it develops”
- We operationally define crisis in our department as:

*Any event, incident, or emergent situation that affects our residence halls or the students who live in them and requires prompt or immediate attention from the university*

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# Common Crises

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- Weather Related
    - n Tornado, Winter Storm, Flooding, Earthquake, etc.
  - Police Involvement
    - n Crime in progress, civil disturbance, vandalism, rioting, etc.
  - Facilities Issues
    - n Power outage, gas leak, hazardous materials, loss of utilities, etc.
  - Student Emergencies
    - n Medical issues, alcohol poisoning, sexual assault, missing student, mental health issues, student death, etc.
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# Crisis Management

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- Crises are 10% what actually happens to an institution and 90% how that institution reacts
  - Good reactions are formalized, universally agreed upon, and comprehensive
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# Crisis in the Residence Hall

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- Special relationship with residents
  - We provide life necessities
  - No “pack up and go” mentality
  - Possible role in the larger community
  - Residential Life departments must be proactive
  - Leading role in crisis planning at colleges and universities
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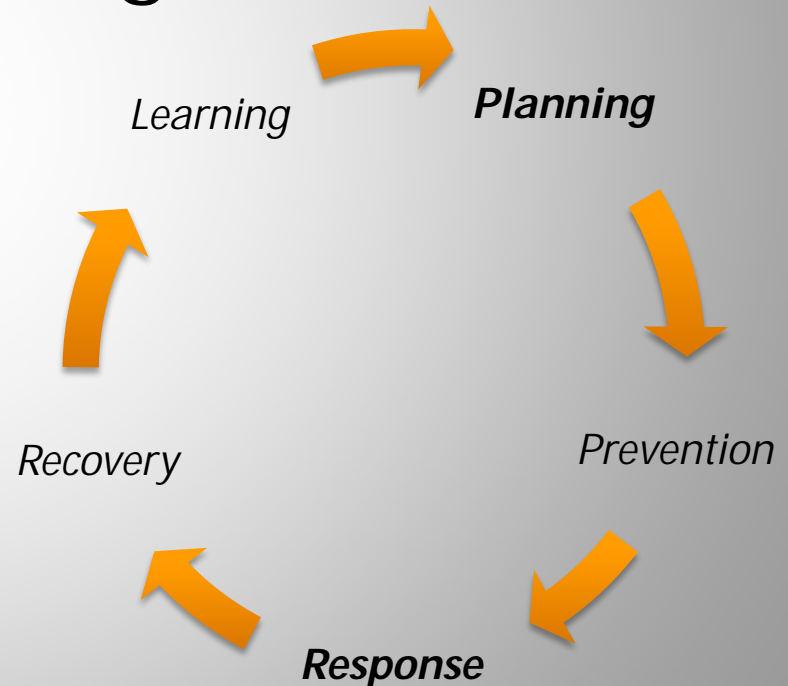


# Comprehensive Crisis Management

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○ 3 steps to initiate a comprehensive crisis management program:

- n 1. Design protocol
- n 2. Build bridges
- n 3. Training, training, training



# Case Study: OSU Department of Residential Life

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- Starting a committee
    - n Making the commitment
    - n Internal buy-in
    - n Selecting membership
    - n Goal setting
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# Case Study: OSU Department of Residential Life

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- Developing protocol
    - n Research!
    - n Brainstorming
    - n Utilizing reputable sources
    - n Synthesize
    - n Individual authorship; group review
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# Case Study: OSU Department of Residential Life

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- Building bridges
    - n Identify partnerships
    - n Attain buy-in
    - n Pre-draft meeting
    - n Post-draft meeting
    - n Secure commitment
    - n Maintaining connections
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# Case Study: OSU Department of Residential Life

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- Training, training, training
    - n 3 essential functions:
      - 1. Introduce new protocol
      - 2. Communicate importance
      - 3. Build competence
    - n Audience-specific training
    - n Advanced skill development
    - n Add water and stir
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# Case Study: OSU Department of Residential Life

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- Current initiatives
    - n Continuity of Operations Plan (COOP)
    - n Aligning policies with protocol
    - n Resident education
    - n Bolster readiness; drills and kits
    - n Professional development
    - n Ongoing training
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# Case Study: OSU Department of Residential Life

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- Goals for the future
    - n Ease and accessibility
    - n Espoused values to enacted mission
    - n Prevention and mitigation
    - n Living document; constant evaluation
    - n Capacity to assist larger community
    - n Building a culture of concern
    - n Greater understanding of campus violence
    - n Further integration throughout Res Life
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# Reflections on the Process

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- Internal buy-in more difficult than external
  - Take manageable steps
  - Know your timeline; accountability
  - Get committee up to speed
  - Don't be afraid of long meetings
  - It's worth it in the end
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# Resources/References

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