

# CRAFTING AN EFFECTIVE CRISIS COMMUNICATION PLAN

June 29, 2011 :: 1:00 – 2:45 p.m. EDT

ACADEMIC · IMPRESSIONS

**WEB CONFERENCE**



## OVERVIEW

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Is your crisis communication plan airtight and ready to launch if needed? Campuses need to have an effective communication plan in place prior to the advent of a threat of violence or a crisis in order to ensure student and employee safety and mitigate long-term risk to the institution's reputation. Recent episodes of campus violence have demonstrated the need for communication planning and ongoing assessment to ensure campus safety. How confident are you that your students and employees will be notified in a timely way if violence or a natural disaster occur at your campus?

Join us online to learn how to craft an effective crisis communication plan that will protect your constituents and your institutional reputation in the event of an emergency. Participants will receive a crisis communications plan template and a list of potential holding statements to use during the first hour of an emergency.

Is your crisis  
communication  
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## LEARNING OUTCOME

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After participating in this webcast, you will understand the key components of an effective campus crisis communication plan that results in optimal safety and minimal institutional risk.

## WHO SHOULD ATTEND

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Communications, student affairs, campus safety, and senior leaders will benefit from this webcast. Legal and IT professionals also are encouraged to attend. Institutions new to the planning process or who have a plan in place and want to ensure that it is optimal will also benefit from this webcast.

## AGENDA

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- Crafting the message: who needs to know, what do they need to know, and when do they need to know it?
  - Review of the crisis communication template
- Identifying target audiences:
  - Internal
  - External
- Identifying the spokesperson(s)
- Preparing “holding statements” in advance
  - Review of potential holding statements
- Creating a communication grid
  - Communication tools
  - Implications for using social media
  - Ensuring that the message is received
- Training: who needs to be involved, and how can you ensure they will be successful during an emergency?
- Assessment: considerations for ongoing improvement
- Case studies: review of crisis communication success stories and lessons for improvement



## INSTRUCTORS

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### **Cindy Lawson, Assistant to the Chancellor, UNC Wilmington**

Cindy provides crisis communications consultation to many universities throughout the United States and other countries. Prior to her current position, Cindy served as the vice president for communications and strategy development for the University of North Carolina system and has led public relations teams at Texas A&M University, the University of Arkansas at Little Rock, the Culver Military Academy, and Eastern Michigan University. During the 1999 bonfire tragedy at Texas A&M University, Cindy's handling of all of the communications aspects of the tragedy became the benchmark for crisis communication in higher education. CNN, CBS, NBC, and ABC reporters publicly praised her for handling the crisis. Cindy authored the crisis communications chapter for the book *Campus Crisis Management: A Comprehensive Guide to Planning, Prevention, Response, and Recovery* published by Jossey-Bass, and she also authored *Effective Crisis Communications*, a set of instructional materials for the National Response and Recovery Training Center.

## LOGGING IN TO THE WEBCAST

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After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

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A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.





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## REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at [www.academicimpressions.com](http://www.academicimpressions.com)

## REGISTRATION FEES

Postmarked on or before June 22, 2011

- Single Site Connection: Crafting an Effective Crisis Communication Plan \_\_\_\_\_ \$350.00 USD  
 Additional Site Connection \_\_\_\_\_ \$195.00 USD

(After June 22, 2011, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM \_\_\_\_\_ \$175.00 USD  
 Can't attend the live session? Please send me a CD-ROM recording of this webcast \_\_\_\_\_ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ \_\_\_\_\_

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): \_\_\_\_\_

## WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Institution/Organization \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

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 Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)

Check # \_\_\_\_\_

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## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 22, 2011. A \$75 processing fee will be assessed. After April 22, 2011 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

