

3.12 CRISIS COMMUNICATION POLICY

During a disturbance or crisis situation, the first priority of school staff is to assure the safety of students and school employees. However, the Board recognizes the need to provide timely and accurate information to parents/guardians and the community during a crisis.

The Board also recognizes that the media has an important role to play in relaying this information to the public. In order to ensure that the media and the school work together efficiently, the Executive Director, or his/her designee, shall develop a crisis communication plan to identify communication strategies to be taken in the event of a crisis.

The crisis communication plan may include but not be limited to identification of a school spokesperson, development of both internal and external notification systems, and strategies for responding to media inquiries.

The Executive Director, or his/her designee, shall endeavor to include local law enforcement and/or media representatives in the crisis planning process.

Adopted: March 27, 2017