

School District Crisis Communication Plan

Objective: To create a simple, comprehensive, and ready-to-implement school district crisis communication plan that ensures swift, accurate, and effective communication during emergencies.

Section 1: Crisis Communication Team

Table 1.1: Roles and Responsibilities

Role	Responsibility
Crisis Communication Leader	Oversees the crisis response and ensures all communication is consistent and accurate.
Liaison Officer	Coordinates with external agencies like police, fire department, and media.
Internal Coordinator	Communicates with staff, students, and internal stakeholders.
Parent Coordinator	Manages communication with parents and families.

Section 2: Identifying Potential Crises

Graph 2.1: Types of School Crises

- A visual representation categorizing potential school crises, including natural disasters, health emergencies, and security threats.

Section 3: Communication Protocols

1. **Emergency Alerts for Schools:** System for sending immediate notifications to all stakeholders.
2. **Parent-Teacher Communication Protocols:** Guidelines for how and when teachers communicate with parents during a crisis.
3. **Media Management:** Plan for dealing with media inquiries and public statements.

Section 4: Message Templates

Table 4.1: Crisis Message Templates

Crisis Type	Template
Natural Disaster	A pre-written message detailing steps and precautions.
Security Threat	A message outlining immediate actions and safety measures.

Section 5: Training and Drills

- Regularly scheduled drills for students and staff to practice emergency procedures.
- Training sessions for the crisis communication team.

Section 6: Review and Update

- Regular review of the crisis communication plan to update contact information, procedures, and protocols.

Section 7: Resources

- List of emergency contacts, including local authorities and mental health services.
- Access to technology needed for sending mass communications.

This school district crisis communication plan is a framework that should be customized to fit the specific needs and circumstances of your district. Regular updates, training, and drills are essential for maintaining an effective and responsive plan.