



# District Communication Plan During Crisis

# Objectives

- Why do we need a plan?
- Steps during a crisis
- Table top
- Secure the Building during the Arrival / Dismissal
- Police Response to Social Media Threat
- District Notifications
- Questions?

# Why do we need a plan?

- **Reason 1 – Clarity of Purpose** A communications plan is a navigation tool to help you define exactly where you are going and how you are going to get there.
- **Reason 2 – Audience Definition** Communication is a two-way street. The communications planning process helps an organization clarify exactly who they are trying to reach and why.
- **Reason 3 – Staff and Stakeholder Alignment** The very process helps generate buy-in and support for the plan, and, in addition to defining the message, will uncover key organizational issues to be addressed to make the plan more successful.
- **Reason 4 – Smarter Use of Resources** A good communications plan will save an organization a great deal of time. It identifies key channels and the most appropriate audiences to engage.
- **Reason 5 – A Way to Measure Success** A communications plan also provides a yardstick to measure how well strategies are working.

# Steps During a Crisis

- Information received via tipline, dispatch, anonymous, etc.
- Campus notifies CFPD of event or CFPD notifies campus of incident.
- CFPD Dispatch notifies designated officers and administrators by school messenger or phone with the basic details of the incident.
- CFPD begins investigation in collaboration with campus administrator's investigation. (campus admin investigation may not be a criminal one.)
- CFPD contacts any affected campus and Emergency Manager, begins consolidating information and following leads. (For example, campuses in close vicinity of the incident (tri-plex ).
- Emergency Manager collaborates with CFPD and campus to ensure that contact is made to all affected campuses and notifies designated Assistant Superintendents. (Student Services, Transportation, Communication, School Administration)
- Emergency Manager communicates updated information to designated recipients until incident is resolved.

# Table Top

- Friday afternoon - A fight breaks out at the movie theatre located in the nearby shopping center. A woman runs into Spillane Middle School claiming she is being chased by her ex-husband who has a gun. He has followed her to the location but his whereabouts are unknown.
- A. Robison Elementary is dismissing: Buses have arrived at campus; parents in car line to pick up children.
- Cy Woods boys' basketball team is hosting a game with Cy Ranch HS. Buses are arriving from Cy Ranch with team members; spectators arriving for game.

**Evacuation** (Fire, Explosion, Smell of Smoke, Fire Alarm) - Moving out of building away from dangerous situation.

**Lockdown** (Intruder Inside Building, Weapon, Active Shooter, Hostile Individual) - All inside activities suspended due to danger in the building.

**Secure the Building** (Police Activity Outside/Near Building) - Activities may continue within the building; controlled entry and exit.

**Shelter in Place** (Severe Weather, Tornado, High Winds, Hurricane) - Move to interior hallways away from windows.

**Shelter in Place** (Hazmat) - Move away from chemical threat.

**Social Media Event** - Any event pushed out through social media.

## Secure the Building during the Arrival / Dismissal (Police Activity in the area)

- **Type of incident and proximity of threat will determine the activation of this process**
- 1. Campus administration will be contacted and advised of need to secure the building if buses are enroute to the campus. (Campus administrators will announce Secure the building for their campus)
- 2. If buses are enroute and a secure the building has been initiated, buses should hold at designated holding locations until CFPD arrives. (Transportation will determine holding location for buses)
- 3. Police dispatch will contact Transportation dispatch and advise them of need for the campus to secure the building and to reroute the bus if necessary.
- 4. CFPD will dispatch officers to campus to respond to Secure the Building.
- 5. Once campus is in Secure the Building, they will maintain that status and cease student take in until CFPD arrives.
- 6. CFPD will make contact with campus administration to advise of presence and to assist with monitoring student take in / dismissal from the main entrance of the school and the bus ramp.
- 7. CFPD will continue to monitor student take in until complete and will remain at the campus until secure the building is lifted.

Emergency Management Role: Supporting CFPD and ensuring all affected campuses are advised of incidents in their area

# POLICE RESPONSE TO SOCIAL MEDIA THREATS

Although there are various types of social media threats that can be received, the following guideline is a typical response by the CFISD Police Dept.

- **Social Media Threat Involving a Weapon or Threat of Shooting/Mass Shooting**
- Dispatch is informed of the threat
- Dispatch contacts an officer to initiate a report, simultaneously a police supervisor is notified
- Dispatch contacts the sergeant over Investigations and the sergeant assigns an Investigator to the case
- Dispatch notifies command staff and respective District personnel via text message
- Dispatch contacts and advises campus principal of the threat (If threat received after hours). The officer assigned to that campus is also advised.



# POLICE RESPONSE TO SOCIAL MEDIA THREATS

- Officer/Investigators initiate investigation by attempting to determine who sent the threat
- If it can be determined who sent the threat, officers become proactive by conducting home visits after hours to interview the sender, as well as inform his/her parents. Investigating officers also establish whether or not the student has access to weapons during the home visit.
- If threat was made during school hours, school administration works in tandem with CFISD Police to determine the person(s) responsible. If the threat is made after hours and photos of persons or any other identifiable leads can be determined, CFPD will seek the assistance of school administration/campus officers to assist in identifying those persons or leads
- If sufficient evidence is established, the facts are presented to the Harris County District Attorney's Office for criminal charges.

# District Notifications

- 1. Verify threat / information with CFPD / (CFPD Command Staff /Emergency Manager)
- 2. Communicate incident details to department heads. School leadership, Student Services, Communications and campus administrators. (Utilize the following statement “Updates to follow”, if it is a fluid incident)
- 3. Create district message – Communications and Campus administrators
- 4. Review district message with CFPD Command Staff for validity and accuracy of proposed message and agree on verbiage.
- 5. Release information to CFISD community
- 6. Monitor status of event until concluded or resolved.
- 7. If status changes or expands, repeat steps 1 – 5

- Questions, Concerns or Feedback?
- Next Meeting: 11/30/16  
1:15 PM - CFPD