

Mitchell Griffin

Crisis Communication Plan

Indiana Academy

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1. Purpose

Indiana Academy's Crisis Communications Plan outlines the roles, responsibilities and protocols that will guide the school in sharing information with all of our audiences during an emergency or crisis.

2. Objective

Our main goal is to communicate as quickly as possible in the event of a crisis or emergency and keep giving regular updates as events change. Honesty and speed are crucial elements when dealing with stressful situations so be forthright with information but be sure to have that information confirmed before sharing with parents or the media.

3. Possible Crises

Crises that could occur:

- An active shooter on campus or in the general area of campus.
- Bad weather (tornado, earthquake, severe storms)
- Flooding of Morse Reservoir
- Water being shut off or not flowing to campus

4. Procedures

4.1 Convening the Crisis Communication Team

The Crisis Communication Team Representatives will convene at the designated location once a crisis or emergency presents its self to our school. If it is not possible for everyone to meet or the location is compromised the chairman of the Crisis Communication Team will make decisions based on the information received and opinions of the board members or staff that are still in communication with him/her. If deemed necessary others may be brought in if their skills or ideas are needed.

4.2 Crisis Communication Team Representatives

- Chairman: Principle Baughman
- Spokesperson: Allan Smith
- Business manager: Carla Coupland
- Communications Director: Kathy Griffin
- K-12 Board Member: Gail McKinley
- Pastor Van Schaik
- Plant Services Director: Thom Morrow

5. Response

5.1 Implementation

Throughout a crisis, the team will meet frequently to review changing facts, assess whether key messages are reaching audiences and determine whether strategies need to change. In an emergency, our goal is to issue our first communication to key audiences within 30 minutes of notification of the event, with regular updates as

needed. Some situations may require even faster initial communications. First and foremost our staff and faculty should be made aware of the crisis so they are knowledgeable if asked by anyone.

5.2 Immediate Response

The team will carry out these initial tasks immediately:

- Activate outdoor sirens/public address system for immediate threats.
- Initiate the phone tree.
- Post updates on Indiana Academy's web page.
- Send messages and update content through Indiana Academy's accounts on Twitter and/or Facebook, as appropriate.
- Create blogs to convey information directly to particular audiences
- Convene other communicators for emergency call centers or as needs.

5.3 Secondary Response

The following tasks will be carried out once the team completes the immediate responses:

- Develop several key messages that will be included in all communications to the public or media.
- Determine who will act as spokesperson if Allen Smith isn't available. Preferably someone in a high position and has background in communication.
- Assign responsibilities to the Crisis Communications Team to communicate

the facts of the situation and our response to key audiences:

- Parents
- Students
- Local law enforcement
- Media
- General Conference Leaders

The Crisis Communication Team may identify other audiences that need to be informed depending on the crisis or emergency.

- Determine whether a press conference should be held.
- Assign someone to monitor the media and online coverage to anticipate any problems in the way information is flowing to the news media. This way we can handle any problem before it get out of hand.
- Evaluate how to help our students recover, return to normal.

6. End of the Crisis

The Crisis Communication Team will determine when an emergency has ended. The decision to declare the emergency over will trigger a review of how the crisis was handled and how communications can improve.

7. Speaking to the Media

If the media or any outside sources contact school faculty or staff the said entities should be referred to the school principle or conference headquarters for any information.

8. Media Contacts

Channel 6 WRTV (317) 635-9788

Chanel 8 Wish TV (317)-923-8888

Indianapolis Star (317)-444-4000

Radio Now 100.9 (317)-266-9600

WFMS 95.5 (317)-842-9550

Indiana Academy is a private, Christian high school dedicated to the academic development of the mind, body, and soul. Owned and managed by the Seventh Day Adventist Church Indiana Academy is one of 50+ similar academies in United States and Canada. Students from surrounding states and several international countries attend this boarding academy for grades nine through twelve. Indiana Academy has a graduation rate of over 95% and most of our graduates continue on to complete a college degree. All academy students are encouraged to learn practical work skills and many work opportunities are offered, both on campus and off. We believe that the work of education and the work of redemption are one.