

Name: Veronica Garcia

Assignment- Crisis Communication Plan

Date: January 26, 2015

Client: IDEA Public Schools – IDEA College Preparatory



Research:

To investigate the school system and specifically IDEA College Prep's staff members I used IDEA Public Schools' website.

- Ideapublicschools.org

To investigate the media outlets, I went to IDEA Public Schools Website and selected the news tab where IDEA posts all of the articles in which the schools are mentioned. Being that I attended this school, I also know which media outlets are the news channels and which ones are the newspapers in the area.

- Ideapublicschools.org
- Krgv.com
- Themonitor.com

Potential Crisis

- Death of student and/or staff member
- Campus shooting
- Natural Disaster- flood, hurricane, tornado, etc.
- Fire
- Controversy over actions/stands by students or staff

The Crisis Communication Team

- Chief Executive Officer – Thomas Torkelson
 - tom.torkelson@ideapublicschools.org
 - (956) 377-8011
- President – JoAnn Gama
 - joann.gama@ideapublicschools.org
 - (956) 377-8023
- Chief Operating Officer – Irma Munoz
 - irma.munoz@ideapublicschools.org
 - (956) 377-8036
- Principal – Christina Cavasos-Escamilla
 - christina.cavasos@ideapublicschools.org
 - (956) 236-4008
- Director of Marketing and Communications – Vanessa Barry
 - vanessa.barry@ideapublicschools.org
 - (512) 657-5461

The Designated Spokesperson

Chief Executive Officer – Tom Torkelson

Because IDEA College Preparatory is a part of the IDEA Public Schools System as a whole, the CEO will be responsible for speaking with the media in the cases of a crisis because he is the face of IDEA Public Schools and any crisis will affect all of the schools. In the place of his absence, the President JoAnn Gama will speak on behalf of IDEA Public Schools.

Employee Notification Procedure

- Email the staff at the campus affected about what the situation is and what the plan is. Also include when and where staff meeting will take place.
- Email the students and parents by the end of the school day about the situation occurring and when a conference will take place.
- Email staff at all schools to update them on the situation.

Outside Media Contacts

- KRGV News Channel 5
 - news@krgv.com
 - 1-866-797-TIPS (8477)
- The Monitor (Newspaper)
 - Editorial
 - news@themonitor.com
 - (956) 683-4400
 - Editor – Carlos Sanchez
 - csanchez@themonitor.com
 - (956) 683-4460

“Boiler Plate”

IDEA Public Schools is a growing network of tuition-free K-12 public charter schools serving more than 20,000 students in 36 schools throughout the Rio Grande Valley, Austin and San Antonio. IDEA is committed to "College For All Children", as well as its core values, and has sent 100% of its graduates to college for seven years.

Core Values



Closing the achievement gap and ensuring college success is the best way to help our students succeed in life, contribute to their communities, and overcome the obstacles they face. Achieving this requires the following beliefs and behaviors:

No Excuses: We control our destiny. What we do during the day matters more than poverty, parent education level, or other external factors. When the adults in the system get it right, our students are successful. Conversely, when our students fail, we don't blame unsupportive parents, parent education level, or other external factors: we look in the mirror and take responsibility.

Whatever it Takes: Through continuous improvement we achieve ambitious results. Those most successful at IDEA seek feedback, pore over the data, identify root causes, and implement solutions.

100% Every Day: Our mission and goals apply to 100% of our students, 100% of the time. Creating opportunities that didn't exist isn't easy, and it

requires that people give their best every day.

Sweating the Small Stuff: The difference between excellence and mediocrity lies in paying attention and caring about the countless details that go into effective execution.

Team and Family: As the source of strength for our organization, we are committed to attracting and developing high caliber people.

Media Communication – Do's and Don'ts

- Only the designated spokesperson may speak with the media. Too many different people could cause confusion and shows inconsistency.
- Do respond quickly. Address the issue as soon as possible in order to decrease feelings of distrust.
- Don't say "no comment". If you don't know how to answer a question let the reporter know that you will get back to them with a response as soon as possible and take down their contact information.
- Don't allow media on campus besides the main office. It is a rule that no one is allowed on campus besides students and staff. Unless there has been a designated room for a conference, make a photocopy of every visitor's identification and create and visitors pass for him or her.

- If a mistake is made in handling the crisis, the designated spokesperson will address the mistake in a straightforward manner and try to rectify it.
- Don't release information that will violate anyone's right to privacy, especially students.
- Don't ignore the impact that the crisis could have on employees, students, or school system as a whole.
- Do try to apply the core values to the crisis as much as possible. No excuses, try your best to work through the crisis because we control our destiny. Whatever it takes, try and make the crisis have the best outcome for everyone. 100%, this crisis will affect everyone because IDEA is a family. Sweating the small stuff, every detail, even the smallest, is critical in dealing with a crisis, Team and family, we need to stick together no matter what the crisis may be.
- Be sure to provide updates as much as possible. Do not hide behind closed doors.

Student's Do's and Don'ts

In the case that a student is interviewed by media

- Student must be in full IDEA uniform. (Khakis, polo according to grade level, black shoes, belt, appropriate hair/facial hair/make up)

- School name must not be shortened such as “IDEA Donna”, student must say, “IDEA College Prep Donna”. (Prep is allowed instead of Preparatory)
- Student's parents must sign a release form that child is allowed to be interviewed.
- If the crisis involves a student, the crisis communication team must meet to determine whether student should be interviewed.