

**Crisis
Communication**

Crisis Defined

Incidents covered by this procedure include:

1. Serious injury to a student, visitor, or staff member
2. Student suicide attempts or suicide
3. Death of a student or staff member on or off campus
4. Fire or explosion
5. Bomb threat
6. Utility failure
7. Hazardous material release
8. Bus accident
9. Violence or crime
10. Lightning strike, flooding, or tornado
11. Hurricane or cold weather crisis
12. Any other event that endangers the health and safety of students, staff, or the public

**General Emergency
Procedure**

When a teacher or other staff member becomes aware of an incident, that teacher will notify the principal or safety officer. When alerting the principal of an incident, please remember to give the office the name(s) of injured persons. The principal or safety officer will call for the nurse and/or counselor as required. The nurse should take the student's health information and emergency contact forms to the incident site. The nurse will advise the principal of the need to call Emergency Medical Services (EMS).

The principal, safety officer, or nurse will designate someone to call:

1. EMS at (281) 440-4300 or 911:
 - a. EMS will usually need: the injured person's name, estimated age, and nature of injury.
 - b. EMS will always need: a return phone number and physical address.
 - c. EMS will ask for the name of the person calling.
2. Spring ISD Police Department — (281) 893-7473
3. For a fire, use alarm system and call SISD Police.

After the initial calls are made:

1. The principal will immediately begin a list of the names of person(s) injured and witnesses. The principal will ensure that the list is as complete as possible.
2. The director of safety will take responsibility for the incident from the principal upon arrival at the scene.
3. Once the EMS and police have been called, the school staff will begin calling parents of any injured students. The school staff will continue attempting to notify parents until all parents are notified.
4. The principal will keep media away from the incident site until a communications and community relations representative arrives.
5. The principal will designate persons to: go to the hospital with the student(s), remain in charge of the school, and meet people as they arrive at the school.
6. Within one working day of the incident, an incident report will be submitted to the director of safety.
7. If a sudden and/or unexpected student death occurs on or off campus, the Associate Superintendent of Curriculum and Instruction is to be called to coordinate counseling assistance for the Multi-Discipline Intervention Team (MDIT).

**General Guide for
Crisis
Communication**

Principals, campus safety officers, and school nurses are expected to individually review these procedures. Principals are responsible for developing school-level plans and reviewing both these guidelines and the school plan with all staff members.

In a crisis it is often difficult to keep the focus on the most important issues and to know how to respond. When a crisis does occur, it is usually best to operate on a plan that has been rehearsed. Each principal and department head should assign crisis management tasks to reliable staff members and practice those tasks to ensure that all persons know what to do when a real crisis does happen.

**Campus Crisis
Communication Flow
Chart**

The flow of information for a campus crisis should follow the chart below:

1. Staff member notifies principal of crisis:
 - a. If possible, sends name of injured student with notice to principal
 - b. If there are multiple injuries, compile a list of injured students

- c. Other staff in the area will assist in calming students
2. Principal activates the crisis plan and:
 - a. Sends for the nurse
 - b. Designates someone to call EMS and SISD Police
 - c. Secures scene until police officer arrives
 - d. Obtains list of injured for the director of safety
 - e. Is relieved at the scene by the director of safety
 - f. Notifies parents (guardians) of injured students
 - g. Keeps media away from scene until communications and community relations staff arrives
 - h. Designates staff members to go to hospital with students
 - i. Designates administrator to remain in charge at the school
 - j. Designates staff member to meet people at the door
 - k. Designates staff member to answer phone inquires from parents
3. Nurse:
 - a. Provides first aid
 - b. Advises principal if EMS is needed
 - c. Acquires Emergency Medical Treatment and Health Inventory forms
 - d. Provides forms to EMS and/or person designated to go to hospital
4. SISD police dispatcher:
 - a. Sends officer to the school or notifies campus officer to respond
 - b. Notifies the fire department, if needed
 - c. Initiates the emergency paging network (EPN)
 - d. Notifies the school principal
5. Police officer at the scene:
 - a. Assists in crowd control, media control, and in compiling list of injured

- b. Determines if any violations occurred
 - c. Notifies dispatcher of need for additional responders, if needed
6. Director of safety:
- a. Assumes primary responsibility for accident scene
 - b. Communicates with EMS
 - c. Notifies principal of the names of students transported to the hospital
 - d. Goes to hospital and reports on student condition to the associate superintendent

**Districtwide Crisis
Communication Flow
Chart**

The flow of information for a Districtwide crisis should follow the chart below:

1. The first staff member becomes aware of a crisis:
 - a. If at a school and during the school day, the staff member notifies the principal
 - b. Otherwise, the staff member calls:
 - (1) EMS (if needed) at (281) 440-4300 or 911
 - (2) Spring ISD Police at (281) 893-7473 or 7473 (SISD) from any phone in the District
2. The principal or designated person calls:
 - a. EMS (if needed) at (281) 440-4300 or 911
 - b. Spring ISD Police at (281) 893-7473 or 7473 (SISD) from any phone in the District
3. The Spring ISD police dispatcher:
 - a. Sends an officer to the school or notifies campus officer to respond
 - b. Notifies the fire department (if needed)
 - c. Initiates the emergency pager network (EPN)
 - d. Notifies the school principal

**Superintendent's
Emergency Contact
System**

If the crisis will interfere with the continuous operation of a school or schools, the following phone tree will be activated.

The Superintendent or Associate Superintendent of Public Relations and Technology will notify:

1. Area I Superintendent, who will contact the Area I principals

2. Area II Superintendent, who will contact the Area II principals
3. Executive Director of Human Resources, who will contact:
 - a. The director of safety
 - b. Appropriate department heads, if applicable
4. Associate Superintendent of Public Relations and Technology will notify:
 - a. Chief of Police
 - b. News Media
 - c. Director of communications, who will contact:
 - (1) Director of community relations
 - (2) Web programmer
 - (3) Division executive secretary (phone SISD Newline)
 - (4) Receptionist
 - (5) Translator
5. Administrative Assistant to the Superintendent of Schools will notify:
 - a. Associate Superintendent of Human Resources, who will contact departments for which responsible
 - b. Associate Superintendent of Curriculum and Instruction who will contact departments for which responsible
 - c. Associate Superintendent of Financial Services, who will contact departments for which responsible
 - d. Director of facility planning, director of technology, athletic director and student accounting services director
 - e. Superintendent of Schools' office manager
6. Board of Trustees

District Crisis Team

District Crisis Team consists of the following:

1. Superintendent:
 - a. Informs Police Department
 - b. Informs Board members

- c. Informs Public Relations of what information is to be released to the public or news media
2. Associate Superintendent for Human Resources:
 - a. Receives information from the Executive Director of Human Resources
 - b. Keeps the Superintendent advised of developments during the crisis
 - c. Goes to the hospital when a major incident occurs and takes responsibility for students and parents. Meets parents at the hospital as they arrive
 - d. If students are transported to more than one hospital, coordinates staff assignments to go to hospitals
3. Executive Director of Human Resources:
 - a. Receives information from the chief of police and the director of safety
 - b. Communicates information to the following:
 - (1) The Associate Superintendent for Human Resources
 - (2) The Superintendent (as required)
 - (3) The principal or principals of schools whose students are involved
 - (4) Associate Superintendent of Public Relations
4. Associate Superintendent of Public Relations:
 - a. Communicates with the news media at the scene, the press release room at the EOC, and later at the hospital
 - b. Prepares news releases and assists principal(s) with letters to parents and/or the Board
5. Associate Superintendent of Financial Services, in a major crisis, reports to an alternate hospital (as determined by the Associate Superintendent of Human Resources) and meets parents as they arrive at the hospital
6. Associate Superintendent of Curriculum and Instruction, in a major crisis, reports to an alternate hospital (as determined by the Associate Superintendent of Human Resources) and meets parents as they arrive at the hospital

7. Chief of Police is responsible at the scene if the crisis is a result of a criminal act
8. Director of safety:
 - a. Assumes primary responsibility for the incident scene
 - b. Communicates with EMS and the fire department
 - c. Communicates developments, student names, and injuries and where students are being transported to the Executive Director of Human Resources
 - d. Goes to the hospital after students are transported
9. Principal(s):
 - a. Designates an administrator to assist and to carry needed data to the scene
 - b. Provides emergency medical treatment and health inventory and registration forms to the director of safety for distribution to the EMS or hospitals
 - c. Assigns responsibility for the campus to the assistant principal if the principal goes to the scene
 - d. Coordinates efforts to notify parents of children involved in the crisis
 - e. Has the school nurse remain at the school
 - f. Designates school nurse to pull student medical forms as needed and assist with first aid if the crisis is at the school
10. Director of transportation:
 - a. Assists in bus-related accidents
 - b. Coordinates transportation needs including: evacuations, continuation of routes after an accident, early or late dismissal needs
 - c. Obtains a seating chart of where students were sitting at the time of an accident, and provides the chart to the police and safety department