

Know Your Role: Crisis Communication in School Business

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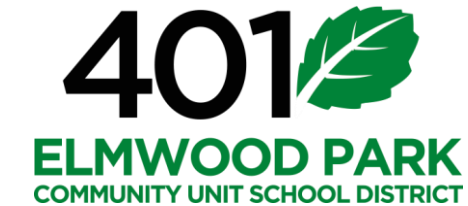
Introductions

Casey DeFauw Role:, Speaker
- *Director of Communications, CUSD 300*



DISTRICT 300

Dr. Mark Orszula Role, Speaker
- *CSBO, Elmwood Park CUSD #401*



Hayley Burns, Moderator
- *Business Development Manager, Midwest Mechanical*



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What is a Crisis?

DEFINITION

An unstable, unexpected, and often dangerous situation that creates intense emotional or cognitive stress, overwhelming an individual's or organization's capacity to cope with the sudden disruption.

TYPES OF CRISIS (level differs for everyone)

Student didn't arrive home

Bus accident

Health concern for staff / students

Neighborhood incident

Water / Gas / Electrical incidents

Know Your Role in a Crisis

LEVEL OF INVOLVEMENT SPECTRUM



WHO REPORTS TO WHOM



DISCUSSION: *Where does your district fall on this spectrum, and who do you turn to first?*

Crisis Scenarios



Gas Leak

Gas detected in a school building. Who is notified first? What is the evacuation plan?

Consider: notification chain, evacuation routes, parent communication, when to call 911.

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Crisis Scenarios



Freezers Out

Freezers fail Sunday evening. Food at risk. Who do you call and what is the recovery plan?

Consider: after-hours contact tree, food safety protocols, vendor relationships, Monday morning meals.

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Crisis Scenarios



Hazardous Fumes

Contractor work causes fumes in building. How do you communicate to parents and staff?

Consider: immediate vs. delayed messaging, shelter-in-place vs. evacuation, media inquiries.

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Crisis Scenarios

Tabletop Exercise — How would your district respond?



Power Outage

Power goes out district-wide. What is your communication and continuity protocol?

Consider: backup systems, utility contact, instructional continuity, evening notifications.

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Crisis Scenarios

Tabletop Exercise — How would your district respond?



Plumbing Issues

Major pipe failure mid-school day. How is communication handled internally and externally?

Consider: early dismissal decision, parent notification, facilities coordination, health & safety.

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Presenters:

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Questions and Answers

We thank you for your time!

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