Crisis Management

Colleges and universities are the subjects of public attention on a daily basis. Crisis management is comprised of two main concerns:

- The problem or incident giving rise to the crisis must be addressed and resolved. This, of course, depends upon the problem.
- The campus must address the ensuing public stakeholder and media attention because of its responsibility to the public and because of possible harm to reputation.

Respond to the Incident

- Of course, response to an incident depends upon the subject matter. Because the character of crises are predictable, response teams featuring campus experts should be created so that response can be immediate.
- Response teams must have periodic practice sessions. This is increasingly important as acceptable response time grows shorter.
- Campus leadership must speak with one voice.
- Inconsistent or changing responses or factual errors erodes stakeholder trust
- Solutions and communication of solutions must reflect institutional values.
- You are not alone.

Campus Violence/Active Shooter Scenario

- Safety of students and employees is paramount. Every campus should have an Emergency Operations Plan dealing with the active shooter scenario involving training of students and staff, exercises and

Racial Discrimination, Sexual Harassment or Other Significant Discrimination Incidents

- Racial, sexual harassment or other discrimination incidents can involve student on student, employee on student, employee on employee or unaffiliated member of the public on student or employee.
- Student-on-student problems are addressed through the 1B.1 procedures and the student Code of Conduct.
- Employee on student is addressed in the 1B.1 procedures. An investigation should be started as soon as possible.
- Off campus events, even events in other states can have effects on our campuses.

Racial Discrimination, Sexual Harassment or Other Significant Discrimination Incidents

- Examine social media.
- Involvement of athletes, liquor.
- Coaches.
- The third scenario (unaffiliated person as respondent) is much more difficult since the perpetrator is not subject to campus remedial processes. Several possible remedies exist:
  - Involve local law enforcement
  - No trespass notice
  - Student education– reaching out to students

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Administrator Controversy

- Types
  - Sexual harassment
  - Financial impropriety
  - Ethical l EMC /PC o. 720 540 re RG2(l EMC /PC o. 720 540 re RG

In the Event of a Data Breach

- The Department of Education requires notification of

In the Event of a Data Breach

- OGC, with consultation of other personnel, will determine if a data breach has occurred.
- The MGDPA (Minn. Stat. § 13.055) requires notice to affected individuals of a breach of security (unauthorized access) for any private or confidential data (not just SSN or financial information) in any medium (not just computerized).
- OGC will assist in determining whether notice is required, how it must be done and other details.
- If notice is required, Internal Audit will notify the Legislative Auditor as required by Minn. Stat. § 3.971.

Social Media

- Types of Problems
    - Threats of violence and harassment/discriminatory comments.
    - Impersonation of campus officials, departments, or student groups.
    - Copyright/Trademark infringement.

- Discovering a Problem
    - Monitoring: If you have specific information about a threat, it is appropriate in order to facilitate campus safety.
    - From a Communication standpoint, monitoring is essential.
    - Tools are available to all campuses to monitor social media.
    - Reports from the community.

Social Media

- Ways to Respond?
  - Distinguish between official accounts (e.g. @minnstate.edu or a college's official Facebook page) and non-

Crisis Communication Concerns

- Consider whether and what type of information should be sent to interested groups
    - Stakeholders
    - Employees
    - Students
    - Alumni
    - Local Community
    - Key or Local Legislators
- Identify a spokesperson for the issue. It is of vital importance that the college or university speak with one voice.

Crisis Communication Concerns

- Media

  Plan for communication in advance, may develop templates based upon past occurrences.

  Opt to be as transparent as possible and as responsive as possible.

- Social Media

  Planning should take into account social media channels, monitoring and protocol regarding how and if to respond.

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You are a Steward

- You are authorized to access/use private data to the extend you need it to do your work.
- You are ONLY authorized to access/use private data for assigned work purposes.
- You are responsible to protect non-public data from improper disclosure.

Existence and Status of a Complaint Against an Employee is Public

- Status is open, pending, under investigation, closed.
- Existence does not include nature of complaint or identity of complainant.

Final Disposition of a Disciplinary Action is Public and the Reasons for Discipline are Public

- Discipline is final only if arbitration is complete or time limit has passed.
- Discipline for administrators is complete upon imposition of discipline.
- If no discipline is imposed, data is not public (unless subject is public official).
- Investigation data on public official is public even if official resigns or is terminated before discipline is imposed.

Handling a Media Inquiry

- Capture the question accurately
- Tell them you will have to get back to them

Questions & Answers

Please Chat in your questions to the host or the panelists.

- Within a few business days, the recording link and PDF will be available

OR

- If you would like a PDF copy of the PowerPoint right away, contact Liz Hegman at liz.hegman@minnstate.edu

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