



# Houston, we have a problem!

## 10 reason why your organization needs a crisis management plan

Tuesday, April 18

10:15am

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Shelly Maharry, MPA  
President and CEO



Community Foundation  
of Johnson County





# The Daily Iowan

THE INDEPENDENT NEWSPAPER OF THE UNIVERSITY OF IOWA COMMUNITY SINCE 1868

News Politics Sports Opinions Arts Multimedia DITV

## UI Hospitals and Clinics patient falls to death

### University of Iowa, state agree to pay \$2.5 million after suicidal parking ramp jump

She made her way to the parking ramp and jumped, leaving her with significant injuries that required a prolonged hospital stay and amputation of one leg. A Go Fund Me website reported she also sustained a fractured neck, punctured lungs, broken ribs and a brain bleed.

She and her husband accused UIHC of negligence for allowing her to leave a locked unit when she was at high risk of suicide and for failing to supervise her.

**“Negligence”**

## The Gazette

News Sports Opinion

### University of Iowa Health Care warns thousands of patient data breach

"We understand the serious nature of any potential breach - no matter how limited,"

**“We understand the serious nature”** his g and oversight efforts to prevent a similar occurrence."

Such efforts included tightening the process for development and management of custom databases and tools designed to store and **“tightening the process”** privacy for everyone who develops applications, according to Moore.

"We are committed to your health and to protecting your personal information," according to the letters. "We sincerely regret and apologize this happened."



NEWS

# Ex-Iowa City development aide sentenced to prison for theft

by: [The Associated Press](#)  
Posted: Sep 11, 2020 / 10:18 PM CDT  
Updated: Sep 11, 2020 / 10:18 PM CDT

“13-year theft scheme”



## THE SPOKESMAN-REVIEW

Spokane, Washington Est. May 19, 1883

Washington Idaho



INNOVIA  
FOUNDATION

### Report “White nationalist group given grant by Foundation”

FORMER MAKE-A-WISH CEO CHARGED FOR EMBEZZLING THOUSANDS FROM CHARITY

NEW  
AT 10:00

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“If you are going through hell, keep going.”  
Winston Churchill



# How vulnerable are you to a crisis?





# How vulnerable are you to a crisis?





## Brainstorm your risks: The game to keep you awake at night

- Do your staff travel?
- Who signs corporate checks?
- Do you work with consultants, freelancers, vendors?
- Do you store files in the cloud? Do employees work from home?
- Are you located next to train tracks, rivers, forests?
- Do you operate in countries of political unrest or violence?
- Do you have social media presence?
- Do you serve alcohol and food at events?
- Do you have high staff turnover?
- Do staff work with children or clients with disabilities?





# What steps can you take to REDUCE Risk?



- Revise Policies and Procedures
- Insurance Policy Review
- IT - Network Security Update
- Updated Contact Lists



## Are you able to contact the following people in 2 minutes?

- Key Staff
- Board Chair/Executive Committee
- Board of Directors
- IT Support/Webmaster
- Insurance Provider



## Are they able to contact you?



## Your Crisis Management Team

- Crisis Team Lead: CEO or Board Chair
- THE SPOKESPERSON
- Executive Committee/Board
- Key Staff
- Ad Hoc Outside Support
  - Insurance Provider
  - Accountant



**Depending on the situation, your team will change**



# The Spokesperson



- Must always speak with ONE VOICE
  - Trusted by staff, board, community
  - Kept informed of key developments
  - Have access to key people for questions
- 
- Public speaking experience and/or have undergone media relations or public speaking training



# Developing your Crisis Management Plan

- Identify the crisis trigger: what event will activate this plan
- Identify the crisis details: who, what, when, where, why, and how
- Assess the impact: operations, reputation, revenue, ect.
- Awareness: Who already knows about the crisis and how did they learn about it



# Developing your Crisis Management Plan

- Who should be made aware the crisis and how should they be told
- Identify priority action items and set deadlines
- Crafting the message: what are 3 to 4 messages you want to have communicated at the crisis; describe how these messages will be distributed



# Developing your Crisis Management Plan

- Develop a Q&A list about the crisis.
- Do we need to establish a hotline or external communication tool?
- Resources: what external resources may be needed to address the crisis? Work from home? Laptops, WiFi
- Keep a list of important contact information – FIRE BOX



# Developing your Crisis Management Plan

- Challenges/Opportunities/Red Tape
- Who is on the Crisis Management Team
- Who will be the Crisis Team Leader
- Who will be the spokesperson – who is the back up?
- Where will the crisis be managed?





# Developing your Crisis Management Plan

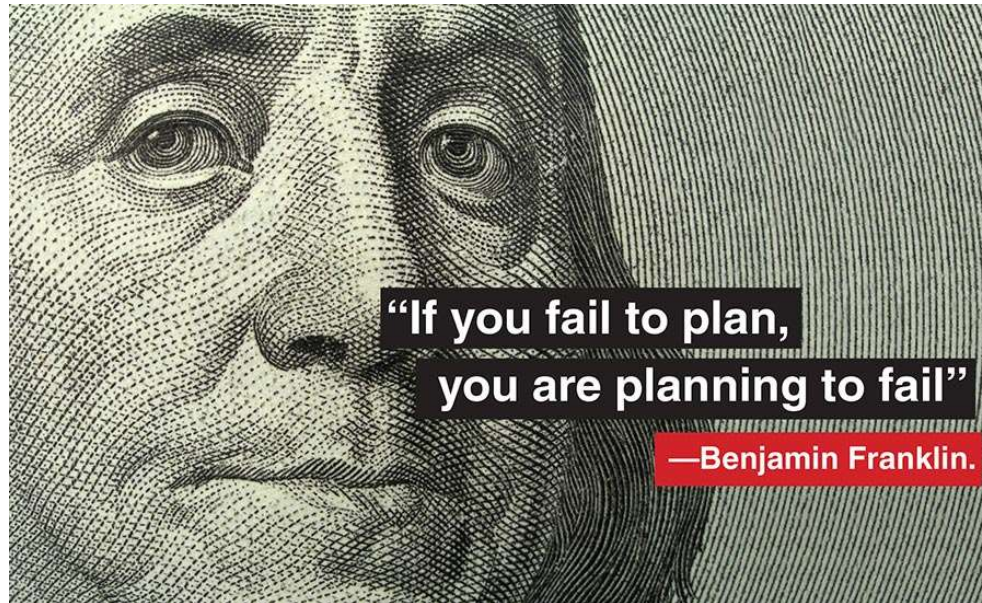
- What will recovery or success look like?
- Distribute the plan to the crisis management team
- Document the crisis - keep a list of events and activities completed to address the issue. Remember the lessons learned.



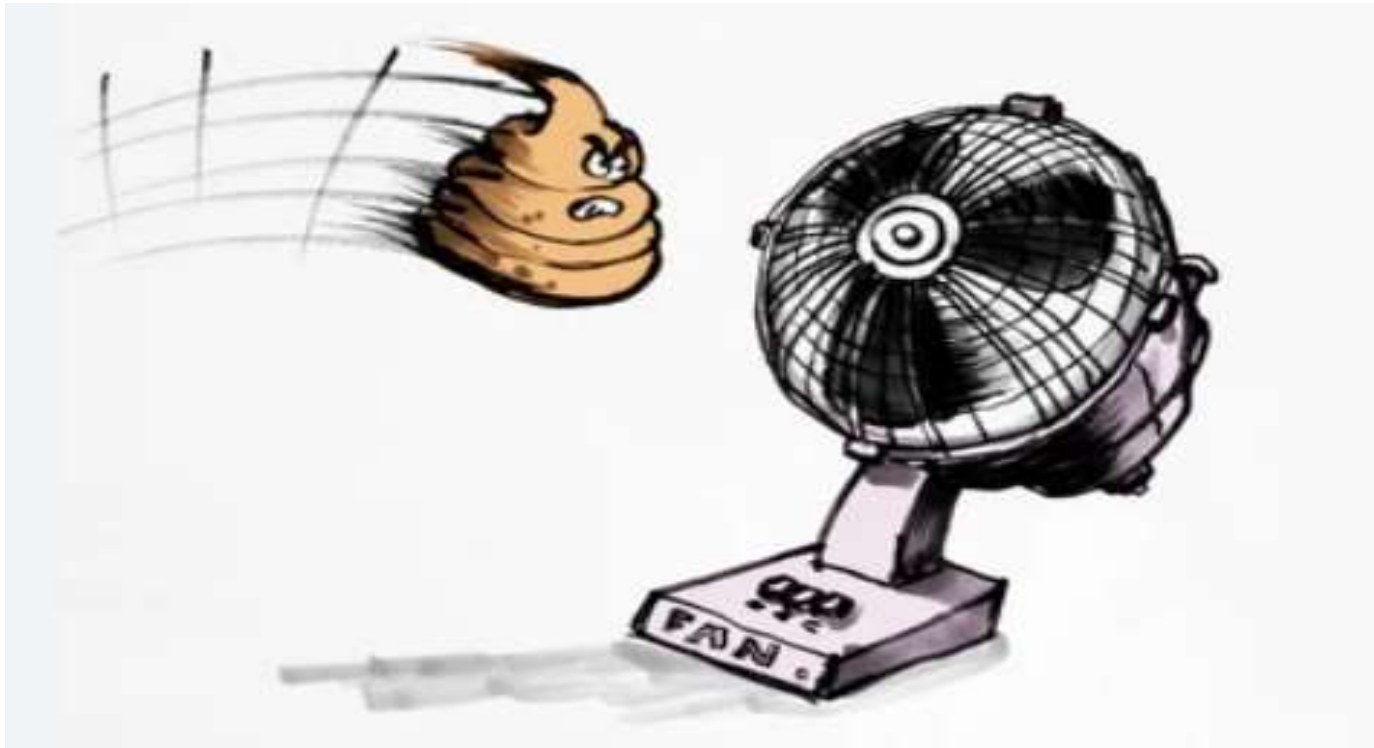
# Working with the Media



- Development a Media Interview Checklist
  - Newspaper
  - Television
  - Radio
  - Virtual – zoom
- Write your own sound bites
- Draft Press Releases & Letters to Editor
- Practice being interviewed
- Distribute spokesperson headshot



A crisis management plan template has been included in the session materials



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## Best Practices: When “it” hits the fan

- Get the Facts; Activate your Plan
- Show Concern
- Take Control and Define Success
- Communication! Be seen and heard
- Set Priorities and Take Action
- Ask for help when you need it





# 10 Reasons why your organization needs a crisis management plan:



1. Creates a team approach to identifying vulnerabilities
2. Selects the best person to speak for the organization
3. Provides a safe space for staff and board to practice
4. Forms the dedicated Crisis Management Team
5. Creates Communication Tools in advance
6. Allows the organization to demonstrate preparedness
7. Develop CEO Leadership
8. Positive for Board Recruitment
9. Reinforces staff confidence in organizational leadership
10. It's not if, but when a crisis will happen.



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