



SECURE ENVIRONMENT
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Security on a Budget and Effective Crisis Communication



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Who is SEC?

For more than 10 years, SEC has worked with thousands of organizations across the country to create safe learning environments. With a team of former Secret Service agents, Navy SEALs, Green Berets, FBI agents & high-level law enforcement professionals, SEC provides the highest standard of excellence when it comes to safety and security.

Services:

- Emergency Response Planning
- Incident Management Solutions



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Assessing Safety And Security Needs

- The importance of safety and security in schools
- Identifying potential vulnerabilities
- Prioritizing needs based on site assessments
- Managing the mandates



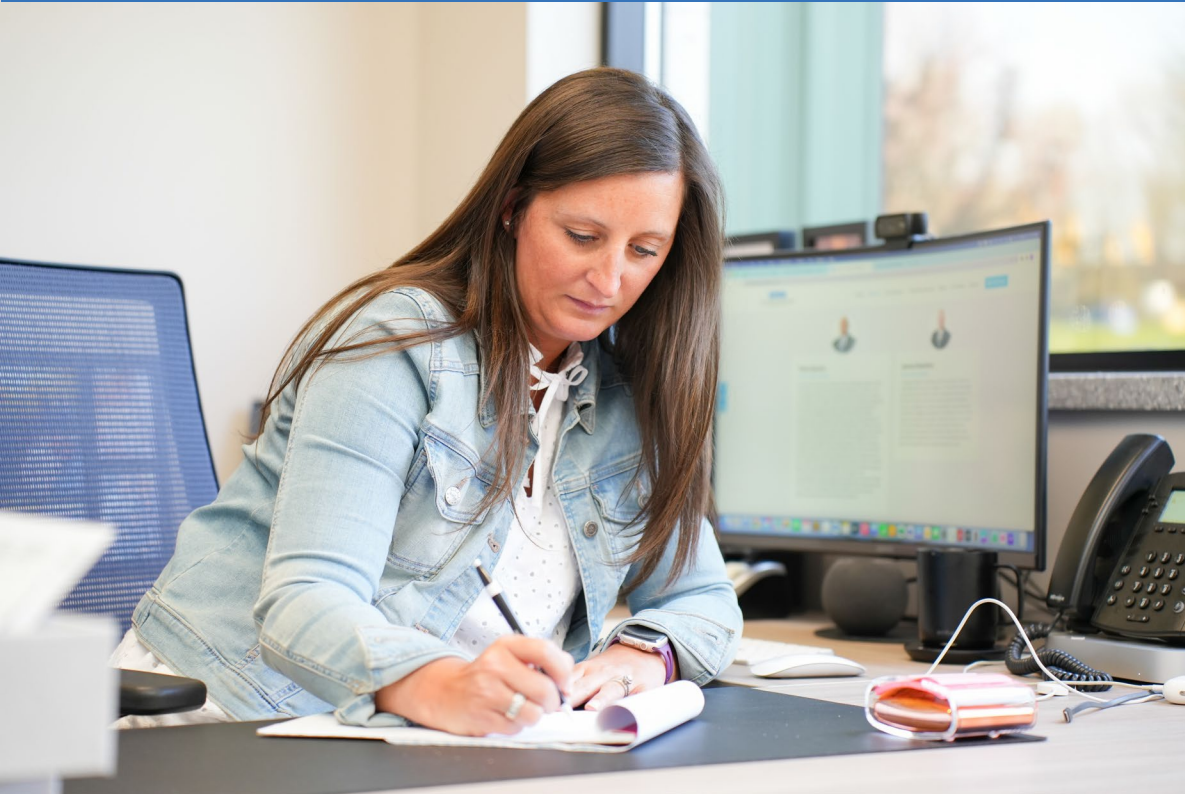
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Budget-Conscious Solutions

- Exploring cost-effective safety and security measures
- Strategies for maximizing existing resources and infrastructure
- Implementing low-cost measures through policy and procedure



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Resource Allocation

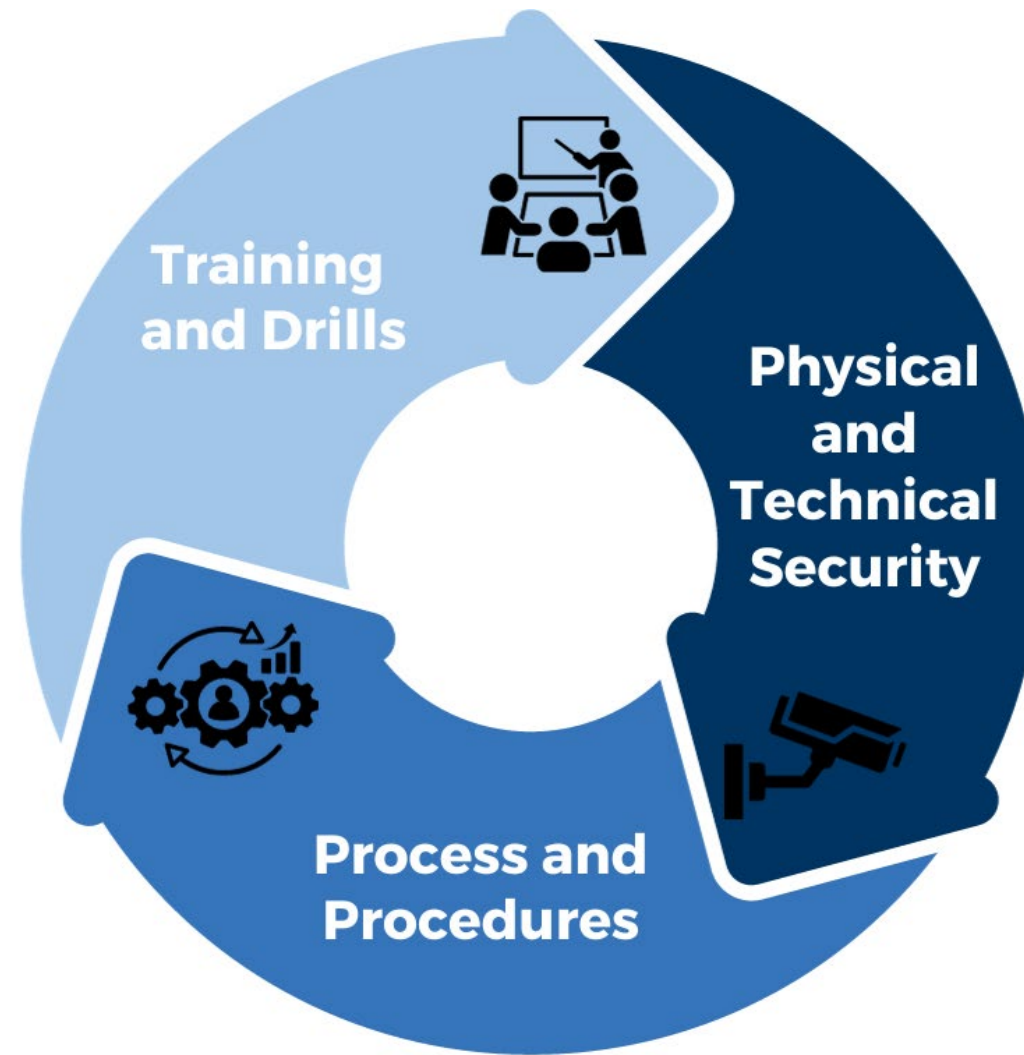
- Developing a strategic approach to safety and security
- Setting priorities and identifying budget constraints
- Creating flexible budget plans to accommodate changing needs and mandates



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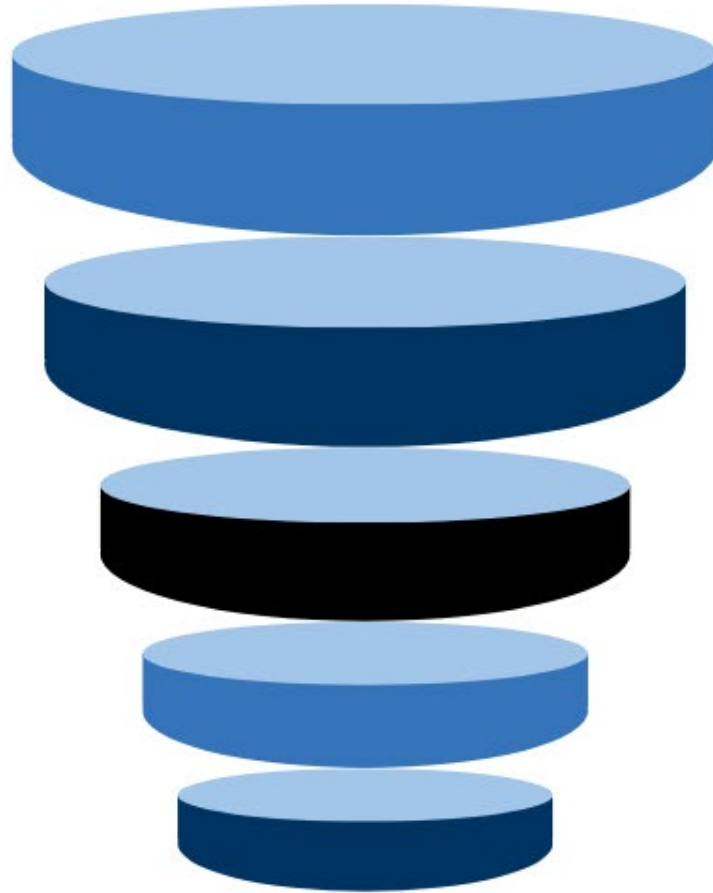
Pre-Incident Preparation

A Critical First Step



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Layered Approach to Safety



PHYSICAL SECURITY

COMMUNICATION

POLICIES & PROCEDURES

EQUIPMENT & TECHNOLOGY

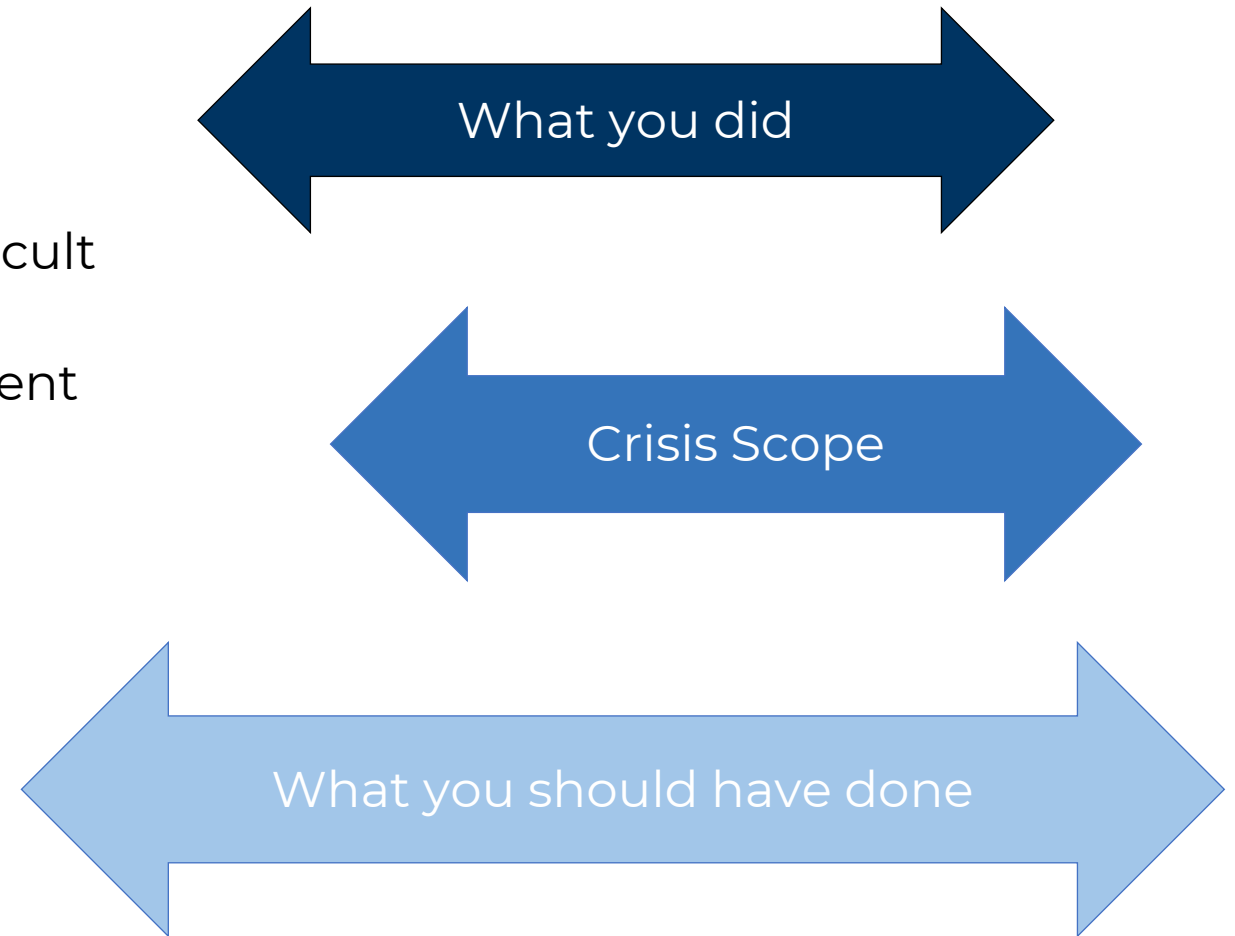
TRAINING



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Crisis vs Emergency

- Crisis – Time of intense difficulty when difficult and important decisions must be made
- Emergency – Serious and dangerous incident that requires immediate action
- Crisis can occur without an emergency
- Emergencies can occur without a crisis
- Assume worst-case scenario every time
- Document everything!!

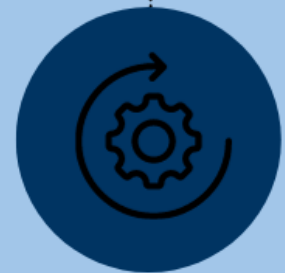




The DECISIONS you make;



The ACTIONS you take; and



The WORDS you say.

The First Hour!



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Assets

- Staff
- Children
- Families
- Employees
- Financial Strength
- Reputation
- Physical Facilities/Property

Threats

- Employee error
- Employee misconduct
- Owner misconduct
- Health safety risk
- Criminal activity
- Outside actors



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Initial Challenges

- Initial Information is generally wrong
- Pressure to communicate quickly
- Data and information not available
- Policies don't exist
- Events are escalating
- Media focus
- Reputation and culture are under attack
- Rumors and misinformation
- Command and control may be lost



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Gather Information

- What occurred?
 - How did it happen?
 - Who is involved?
 - What is known?
 - What will happen next?
 - What are we concerned about?
 - What is the plan?
 - What should be monitored?
- What are the metrics?
 - What are the 3 key messages?
 - Who is the spokesperson?
 - What are the threats/risks/vulnerabilities?
 - Who are the internal & external stakeholders?



Crisis Scope

- Anger – Are people outraged?
- Responsibility – Is it our fault?
- Fear – Can it happen to me or my family?
- Scope – How large is the problem?
- Escalation – Is it getting worse and how fast?
- Reach – Is it local, regional, or national?

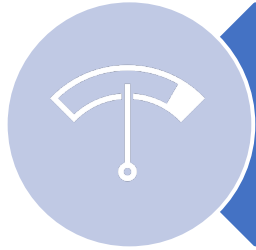


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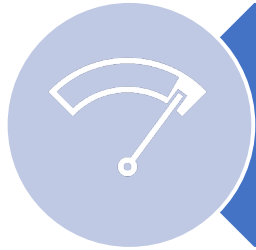
Crisis Severity



Minimal impact to center operations, limited potential for imminent risk and ongoing disruption. Situation needs to be monitored for any signs of escalation.



Requires convening of crisis team to coordinate response and communication. The risk to the center and assets is high and escalation is likely.



Situation requires immediate and coordinated response. Potential impacts are severe and imminent. A significant crisis response will be necessary, and the impacts are likely to be ongoing.



Communication

Key Audiences

INTERNAL

- Staff
- Other Schools
- Parent Company

EXTERNAL

- Emergency Services
- Parents and Families
- Community
- Legal Counsel
- Regulators
- Suppliers/Vendors



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Crisis Communication

- Begins after life safety issues have been addressed
- When to communicate
- How to communicate
- Who to communicate with (media?)
- Explaining = Losing



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Crisis Communications

- **In almost every case, avoid media contact.**
- In rare, catastrophic scenarios involving life/safety, there may be a role for the media to play.
- Media should never be contacted unless coordinated with spokesperson or alternate, in consultation with insurer/crisis consultant/legal counsel.
- Communications with the media, if absolutely necessary, must adhere to the crisis communications procedures using message maps.
- Changing circumstances and new information learned will result in the need for continuous updating of both the response actions and the message maps.



Crisis Services

- Counseling
- Hotline
- Monitoring Media
- Donations/Volunteers
- Ongoing and Anniversary



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Questions?



SEC Services:

- Emergency Response Plan Development & Review
- Incident Management Solutions

CE Code: P1F5



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