



standing
partnership

BARTON
COMMUNITY COLLEGE

**CRISIS
COMMUNICATIONS
PLAN AUDIT**

Crisis Preparedness Approach

standing
partnership



ALIGN

Assess and Align

Facilitate a meeting with key internal stakeholders to identify and prioritize potential **risks/crisis, analyze stakeholder groups**, and review existing policy and process to understand current communication protocol and channels.

Deliverables

- Risk assessment
- Stakeholder mapping
- Scenario identification



PLAN

Plan and Prepare

- Create a foundational crisis **message platform** and build your **crisis plan** including stakeholder prioritization, crisis team, decision tree, escalation procedures, etc.
- Develop specific response plans for **scenarios** with messaging and starter templates.

Deliverables

- Crisis communications plan
- Scenario development + templates



PREPARE

Train and Monitor

- Conduct **media training** for team in corporate and remote offices, including a reference guide and on-camera practicum.
- Conduct a half-day **crisis drill** in collaboration with your annual risk management team.
- **Monitor** media/social and host monthly check-ins to update on changes, business updates, etc.

Deliverables

- Message/media training
- Tabletop crisis drills
- Ongoing monitoring



RESPOND

Respond and Repair

- Counsel on **stakeholder outreach** during crisis/issue, including employees, media, investors, and community.
- Provide **writing** support.
- Conduct refresher **media training** for spokesperson(s) as needed.
- Provide **ongoing monitoring**.
- Counsel on stakeholder engagement **post crisis/issue**.

Deliverables

- Stakeholder engagement strategy
- Written assets
- Ongoing monitoring

CRISIS COMMUNICATIONS PLAN AUDIT OPTIONS

GOOD

Alignment Meetings: Initial kick-off meeting to review existing crisis plan, align on timeline and deliverables, and present recommendations at conclusion of project.

Audit Existing Crisis Communications Plan: Review existing crisis communications plan. Identify opportunities to augment plan using best practices. Make recommendations.

TOTAL BUDGET: \$15,000*

BETTER

Alignment Meetings: Initial kick-off meeting to review existing crisis plan, align on timeline and deliverables, and present recommendations at conclusion of project.

Audit Existing Crisis Communications Plan: Review existing crisis communications plan. Identify opportunities to augment plan using best practices.

Evaluation of Emergency Operations Plan: Review Emergency Operations Plan (EOP). Identify opportunities to align crisis communications plan with EOP. Make recommendations.

TOTAL BUDGET: \$20,000*

BEST

Alignment Meetings: Initial kick-off meeting to review existing crisis plan, align on timeline and deliverables, and present recommendations at conclusion of project.

Audit Existing Crisis Communications Plan: Review existing crisis communications plan. Identify opportunities to augment plan using best practices.

Evaluation of Emergency Operations Plan: Review Emergency Operations Plan (EOP). Identify opportunities to align crisis communications plan with EOP. Make recommendations.

Scenario Development: Identify up to 4 crisis scenarios. Create messaging and starting templates for stakeholder communications.

Media Training: Conduct online media/message training for up to 4 leaders based on crisis scenarios.

TOTAL BUDGET: \$35,000*

*Standing Partnership charges a technology and support fee of 7% of professional fees for access to technology software, tools and subscriptions.